



**“COPING MECHANISMS FOR JOB STRESS AMONG THE  
EMPLOYEES IN THE BPO SECTORS”**

**\*Author: Ms.S.Dhanalakshmi**

**\*\*Corresponding Author: Dr.M.Nirmal Dev,**

**\*(Ph.D. Research Scholar), \*\*Associate Professor and Research Supervisor,  
Department of Commerce, VELS Institute of Science, Technology and Advanced  
Studies (VISTAS), Pallavaram, Chennai-600117**

**\*Email ID: dhanalakshmis96@gmail.com**

**\*\*Email ID: nirmaldev.34@ gmail.com**

---

**Abstract:**

Nowadays Every person experiences stress on a daily basis. Students may experience stress from scholastic obstacles, workers and business owners may experience pressure to report to work on time and complete projects on schedule, and even housewives may experience stress from managing domestic responsibilities and hiring a maid assistant. Each person will have different triggers for their stress. The right amount of tension will always inspire people to work harder and finish the task at hand. However, excessive stress can have negative effects on a person's personality, including physical and social issues.

A very cliché definition of stress is "feeling miserable due to problems that are out of our control." The only two ideas about stress that are really universal are that it is unpleasant and that it is a natural occurrence. Stress is the term used to describe the arousal of the mind and body in response to demands made of them. When under stress, the body makes itself ready to battle resolutely. When the adrenal gland quickens the release of adrenaline, the body slows down "unnecessary" biological functions like digestion, tissue repair, and immune system activity. Because each person is a unique individual with unique needs, no one level of stress is best for everyone. As a result, something that upsets one person might make them happy. Even when individuals agree that an event is stressful, their physiological and psychological responses to it are likely to differ.

**Keywords:** Stress, Strategies, Job performance, Individual, Job, Psychological

---

## I. INTRODUCTION

The fastest-growing sector of the ITES (Information Technology Enabled Services) market in India is business process outsourcing (BPO). The expansion of the Indian BPO industry has been attributed to a number of factors, including economy of scale, business risk mitigation, cost advantage, utilisation improvement, and better competency. The practice of outsourcing business processes to India began in the middle of the 1990s and has since expanded significantly. Among rival markets like Australia, China, the Philippines, and Ireland, India is currently the preferred destination for BPO firms worldwide. India's BPO development is attributed to low labour costs and the country's enormous talent pool of highly qualified, English-speaking workers. According to research by the National Association of Software Services and Companies (NASSCOM), the BPO industry in India is very well-liked due to factors like quality orientation among top BPO companies, 24/7 services, India's unique geographic location, and the country's investor-friendly tax structure.

Outsourcing in all domains is referred to by the term "business process outsourcing," or BPO as it is most often known. For another company, a BPO service provider often oversees and controls a certain business process. To enhance a certain business process, BPOs either leverage new technology or use an existing technology in a novel way. As most businesses in the US and UK outsource business processes including IT to Indian service providers, India is presently the top location for business process outsourcing.

It is unclear exactly what constitutes stress and whether stress is a cause, a result, or the process linking the two, but it often denotes a negative concept that may have an effect on one's mental and physical health. Stress can have completely concrete or abstract meanings with very subjective features in complex organisms like humans, satisfying concepts of cause and effect in ways that can be both tangible and ethereal. This study identified a number of stress coping mechanisms, such as stress management programmes, physical activity built into job design, lifestyle modification programmes, programmes for identifying triggers and stressors, supportive organisational cultures, stress counselling programmes, and spiritual programmes.

## II. OBJECTIVE OF THE STUDY

- To determine the kind of stress that BPO personnel experience.
- To gauge the effects of work stress on an employee's performance.
- To gauge the effects of work stress on an employee's home life.

- To provide an empirical understanding of the stress management techniques used by BPO staff.

### **III. SCOPE OF THE STUDY**

The study was conducted to determine how the BPO industry could handle stress management and where the organisation falls short in that regard. Additionally, all methods should be employed in order to successfully control stress. Journals, internet searches, and one-on-one conversations with senior managers of the firms were some of the methods used in the study's execution.

#### **III (a) INTERESTING FACTS ABOUT THE INDIAN BPO INDUSTRY**

- According to estimates, the BPO industry in India saw a revenue gain of 54%.
- The demand for Indian BPO services has increased at a rate of 50% every year.
- More than 74,400 Indians have jobs thanks to the BPO industry in India. This amount is progressively increasing every year. Over 1.1 million Indians will soon work in the BPO sector of India.
- Contact centres generate 70% of the BPO industry's revenue in India, followed by data entry work for 20%, and information technology-related work for 10%.
- 56% of the world's business process outsourcing is done by Indian BPOs.

#### **III (b) THE TOP FIFTEEN BPO IN INDIA**

Recently, NASSCOM evaluated the top BPO service providers in India through a survey. The top fifteen businesses in India that outsource business processes are:

- A. WNS Group
- B. Wipro Spectramind, and e-Services
- C. Daksh e-services
- D. Convergys
- E. HCL Technologies, Inc.
- F. Zenta, F.
- G. Initial Source
- H. Mphasi
- I. Tracmail,
- J. EXL
- K. Sutherland Technologies
- L. GTL Ltd

M. vCustomer

N. HTMT

O. 24/7 Customer

### **III ( c ) CAUSES OF STRESS**

When we put ourselves or others under excessive pressure, we experience stress. If stress is not managed, it can interfere with our capacity to perform well and handle pressure.

- Not having enough time:

You may spend the entire day juggling your obligations at home and at work and yet not accomplish everything on your list. This may occasionally be the result of unreasonable expectations placed on you, but it frequently results from poor time management and a failure to establish priorities.

- Unhealthy lifestyle:

While some people may have an unhealthy lifestyle out of a lack of time, such as resorting to fast food because they don't have time to eat correctly, others may have an unhealthy lifestyle out of a stress-related reason, such as turning to smoking as a coping technique. Whatever the cause, leading an unhealthy lifestyle can make it harder for you to handle stress, and in some cases, it might even make it worse.

- Conflicts in the workplace:

There is a high likelihood that you may experience stress if relationships at home or at work are strained. Conflicts may arise because of disagreements over the proper course of action, and you may feel that you must defend your position in order to go forward, but ultimately, raising the temperature will only increase your stress.

- Lack of participation in decision making:

Some people lack the capacity to accept reality as it is or the awareness that some circumstances are beyond their control. If you try to change something that you really can't, you'll just end up adding stress to your life that you don't need. Additionally, all that time spent worrying about it will make it difficult for you to focus on the other things you could be doing, which might make you feel even more stressed.

### **III (d) STRATEGIES FOR COPING WITH STRESS**

Let's talk about some stress management techniques after discussing the causes of stress and how it affects different people.

❖ **Prioritizing work**

These days, multitasking is a popular term. To do several jobs at once, a person needs exceptional abilities. Planning, prioritising, and carrying out tasks is one method to reduce stress while multitasking. Making a list of the tasks that must be completed is part of planning. This includes taking time into account. When setting priorities, tasks are ranked according to significance and carried out in that sequence. The simplest method to deal with stress is to prioritise your daily tasks. Setting aside time for projects according to their priority is the next stage.

❖ **Delegate work**

Some people would rather do everything themselves. This makes them more stressed. They need to get better at giving ordinary tasks to others. A manager might assign a subordinate the task of creating a report on a project, for example.

❖ **Laughter**

Laughter can help you relax. A person can unwind and reduce stress by reading a comic book, watching a funny movie, etc. A sense of humour gives one the ability to recognise and appreciate life's inequalities and offers amusement. "A day without humour is a day wasted for life," is a proverb. Definitely true. The best stress reliever is humour. It effectively relieves stress. Laughter is a free medicine with no negative side effects. A sense of humour helps people cope with stress less frequently. A sense of humour gives one the ability to recognise and appreciate life's inequalities and offers amusement.

❖ **Exercise**

A good way to reduce stress is to exercise. It maintains a person's physical and mental alertness. Exercise is the ideal avenue for letting out emotions whether one is anxious, stressed, or irritated. Regular exercise improves blood circulation throughout the body, decreases cholesterol, lowers blood pressure, lowers heart rate, increases arterial suppleness, and relieves stress and exhaustion. These advantages support a person's ability to manage the physiological changes brought on by stress. The heart should receive more blood after exercise.

❖ **Relaxation**

Relaxation is the finest stress-reduction method. Being relaxed is not being inactive. It involves acting on one's desires rather than one's obligations. Setting aside time for leisure is crucial for everyone. During this time of relaxation, the person should be free of any tensions

and concerns. The individual rebuilds his or her energy levels during this time. Everyone has a different way of relaxing.

❖ **Sleep**

A weapon is sleep. A person readies themselves for the next day while they sleep. Stress makes a person drowsy or unable to sleep. An individual who is stressed out could feel tired during the day and awake at night. Everyone requires at least 7-8 hours of sleep per night on average. Some people may require more sleep than others. A person feels rested after getting a good night's sleep. A person needs to establish a bedtime ritual that promotes sleep, such as reading a comforting book and listening to soothing music. Every night, one must go to bed at the same time.

❖ **Meditation**

One of the best methods for lowering and avoiding stress is meditation. Stress reduction benefits from regular meditation. It aids in physical and mental relaxation by allowing one to control their cognitive process and make wise decisions. helps with concentration. An approach to achieve a state of thoughtlessness or unconsciousness is meditation. A person has no thoughts in this state. Thus, this kind of condition is both a terrific stress reliever and revivifier.

❖ **Yoga**

Another effective method of reducing stress is yoga. Since ancient times, yoga has been practised and tested. Yoga, in the words of Patanjali Maharishi, is the cessation of the mind. It is a mental state. Bodybuilding does not require yoga. It simply concentrates on soft postures that enhance blood flow to the body's most important organs. The improved blood flow revitalises the organs and relieves stress.

❖ **Maintaining work-life balance**

A healthy balance between work and home life is what is meant by "work-life balance." It enables a worker to carry out all of his or her responsibilities effectively and successfully. Employees perform at their highest level when they are happy and motivated both at work and at home, according to studies.

As simple as it may seem, finding a work-life balance is difficult. Change is both inevitable and constant in the business environment. These changes have been further fueled by the effects of globalisation. The business environment connotes unpredictability, an excessive amount of responsibility, and long workdays. The employees' ability to balance their personal

and professional lives is hampered by these environmental changes. The problem is made worse by societal demands and growing competitiveness. All of this results in stress.

❖ **Importance of Work-life balance**

Work-life balance is becoming more and more important in the corporate sector. Businesses are becoming more and more aware of the obvious correlation between employee work-life balance and organisational productivity. The numerous procedures that businesses use to uphold work-life balance are described in Exhibit 5.

**III (e). TECHNIQUES OF STRESS MANAGEMENT**

❖ **Reduce job stress by taking care of yourself**

It's time to take action when workplace stress negatively affects your capacity to manage your personal life, perform well at work, or maintain good health. Start by focusing on your mental and physical well-being. You are more capable of handling stress when your own needs are met. You'll be better able to handle work stress without becoming overwhelmed the better you feel.

It's not necessary to completely change your way of life to take care of yourself. Even little things can make you feel better, give you more energy, and put you back in control. Take things slowly and you'll quickly notice a decrease in your stress levels, both at home and at work, as you start to adopt more healthy lifestyle habits.

❖ **Get Moving**

Even though it may be the last thing you feel like doing, regular exercise is a potent stress reducer. A highly effective technique to improve your mood, enhance energy, sharpen attention, and relax both the mind and body is through an aerobic workout activity that increases your heart rate and causes you to perspire. Get at least 30 minutes of heart-pumping exercise every day for the best stress reduction. Divide the activity into two or three shorter portions if it makes your schedule more manageable.

❖ **Get enough sleep**

In addition to contributing to insomnia, stress and worry can also make you more susceptible to it. Being well-rested makes it much simpler to maintain your emotional equilibrium, which is essential for dealing with the stress of the job and the workplace. By following a sleep plan and aiming for 8 hours per night, you can attempt to improve the quality of your sleep.

**Time management tips for reducing job stress**

❖ **Don't over-commit yourself.** Avert scheduling events back-to-back and cramming too much into a single day. We underestimate how long things will take all too frequently. If

you have too much on your plate, decide which obligations are "musts" and which are "shoulds." Move less-important chores to the bottom of the list or do away with them entirely.

❖ **Try to leave earlier in the morning.** The difference between hurriedly running to your desk and having time to settle in for the day can be as little as 10 to 15 minutes. Avoid making yourself more anxious by arriving late.

❖ **Plan regular breaks.** To relax and clear your mind, take little pauses throughout the day to go for a stroll. Additionally, make an effort to leave your desk or workstation for lunch. Being more productive will result from taking a break from work to unwind and recharge.



#### IV. LITERATURE REVIEW

**TomislavHernaus, RokSkrinjar and Indihar Stemberger (2007)**<sup>3</sup> stated that the extensive literature on business process management suggests that organizations can enhance their overall performance by adopting a process view of business. It has been shown in previous studies that the companies which have reached higher business process maturity levels consistently outperform those that have not reached them.

#### **N Kathirvel (2008)**<sup>2</sup>

A Study on Stress among Employees Working in BPOs shows that the BPO industry is dependent on knowledge workers, they may be considered as the 'raw material' of the industry. While there are several problems that affect the workforce in the BPO industry, stress has emerged as the most significant problem, causing the employees to underperform and thereby leading to productivity loss.

**Michael R. Frone (2008)**<sup>3</sup> the relationship of work stressors, those work overload and job insecurity, to employees' alcohol use illicit drug use resulted, support the relation of work stressors to alcohol and illicit drug use before work, during the workday, and after work.



**Murali Raj (2009)4**

Depression is usually related to work and stress these people undergo because of the pressure to perform better, compete with other colleagues and meet tight deadlines. Most of their work is target-oriented and if targets are not met, it can lead to anxiety. Peers are not very supportive as they are also competing in the same field.

**Subramanian S. and M. Vinothkumar (2009)5**

“Hardiness Personality, Self-Esteem and Occupational Stress among IT Professionals” published in Journal of the Indian Academy of Applied Psychology. (Vol. 35, Special Issue, 48-56). This paper said that the preoccupation with tight work schedules, offering time bound business solutions to varied and complex problems within deadlines are a typical work life characteristic of IT professionals.

**Lakshminarayanan R (2010)6** in his paper “An Overview of Strategic Planning to Combat Occupational Stress - Need of the Hour in the Present Indian Context” aimed at job or occupational stress is something we all face as employees or employers and we all handle it differently. It is a mismatch between the individual capabilities and organizational demands. Also it is a mismatch between the expectations of both individuals and organizations.

**Leemamol Mathew (2010)7** of University of Calicut found in - “An Exploratory Study on Occupational Stress and Coping Strategies of Special Educators” (those who teach the disabled) in South India as the sources of stress as i) school structure and climate, ii) home/work interface, iii) relationship with other people, iv) intrinsic job factors. The common effect of stress on special educators was found to be health related problems - both physical and mental - and job dissatisfaction. There was no organized method to redress the problem rising from occupational stress.

**Khera S, J. Khandekar (2011)8**

“Computer Related Health Problems Among Information Technology Professionals in Delhi” - A publication in Indian Journal of Community Medicine found more on visual stress and musculoskeletal symptoms, initially being mild and temporary and later with increasing years assuming more intense and permanent nature. It also found that computer related morbidity had become an important occupational health problem and of great concern.

**Muhammad Umer, Muhammad Akram Naseem (2011)9**

“Employees Retention (Human Capital) in Business Process Outsourcing (BPO) Industry” published in Global Journal of Management and Business Research (Volume 11 Issue 3 Version 1.0 Pg 90 -98). This paper aims to investigate the impact of variable career

development, supervisor support, work environment, and work life balance on employee retention. Graphical Analysis is indicating that these variables have significant and positive impact on employee retention.

## **V. RESEARCH DESIGN**

The present study is completely based on secondary sources of data collection such as electronic resources, books, journals, magazines, with the objective of successfully completion of ongoing study data collected from published and unpublished sources.

## **VI. FINDINGS**

The study's author discovered that employees used a variety of coping mechanisms to deal with the stress at work. Employees frequently employ submissive, functional, diverting, relaxing, third-party support, cognitive restructuring, and transitory reinforcement coping strategies.

## **VII. SUGGESTIONS**

- ❖ The average health of the employees will improve if stress management strategies are implemented, and they will be better equipped to handle stress. As a result, the employee's level and degree of performance will rise.
- ❖ The personnel should be given one task at a time and enough time to complete the objectives so that they can work at their best without feeling rushed.
- ❖ If the organisation takes the proper steps to recognise and address psychological issues, the company will also see a reduction in health-related issues. Because psychology directly affects health, employees' performance will rise.
- ❖ Regular leisure activities include events like departmental get-togethers, celebrations for staff birthdays or departmental accomplishments, cultural activities, sporting outings, etc.
- ❖ The organisation should frequently host workshops or seminars on stress reduction, yoga, transcendental meditation, and meditation.

## **VIII. CONCLUSION**

According to the study's findings, there are various indications that can be used to quantify work stress. So some can be utilised to determine the stress. It has been determined that changes in technology, HR practices, economic development, and social development are occurring daily due to the competitive environment. As a result, each employee is expected to put in long hours, handle many tasks, and be available every hour of every day for seven days. These causes cause the workers' physical and mental troubles. When these issues

worsen, the workers experience pressure, strain, worry, tension, and trauma, which eventually lowers their productivity. Women experience more stress than men do.

The study discusses the amount of stress and coping techniques in the BPO sector. The researcher comes to a conclusion by conducting a questionnaire study of workers in the BPO sector based on criteria like work culture, frequency of breaks, anger management, and health difficulties.

According to the statistics above, there is a lot of stress in the BPO sector, but it may be managed by following the right procedures.

These steps include:

- ❖ Opportune breaks
- ❖ Employee rewards and evaluations
- ❖ Introducing leisure pursuits like yoga, the gym, and stress relievers, etc.
- ❖ A favourable work environment
- ❖ Regular physical examinations

Stress cannot be avoided. However, stress can occasionally be detrimental to health and productivity while also having good, advantageous, and stimulating effects. As a result, it is believed that stress should be prevalent at work but shouldn't go above the necessary level. Although stress cannot be eliminated, it can be lessened.

## REFERENCES

- [1] Khanka, S. S. (2009). Organizational Behaviour, S. Chand, New Delhi, 319
- [2] Chowdhury, N. and Menon, S. (1997), Beating Burnout, India Today, 9 June, 86 Dayo, [3] Garg P., (Sep 2010), Case Study, Vol 3, Punjab, 52-58
- [4] Kathirvel N,(2009), The IUP Journal of Management Research, Vol. VIII, No. 11, 28-44
- [5] Neelamegam R and Asrafi S,(2010), The IUP Journal of Management Research, Vol. IX, No. 5, 57-69 [6] Bhatti, Nadeem; Shar, Amir Hussain; Shaikh, Faiz M.; Nazar, Muhammad Suhail (2010), “Causes of Stress in Organization, A Case Study of Sukkur”, International Journal of Business and Management, Vol. 5,
- [7] Ahmady, Soleiman; Changiz, Tahereh; Masiello, Italo; Brommels, Mats (2007), “Organizational Role Stress among Medical School Faculty Members in Iran: Dealing With Role Conflict”, BMC Medical Education, Vol. 7, No. 14.
- [8] IUP journal of management. Coping strategies adopted by banking employees Uma devi 2012. Human Resource of Management –VSP.RAO.
- [9] Research Methods for Business- Sree Vastava