

# CAREER GROWTH AND DEVELOPMENT OF WOMEN FOR DUAL ROLE CONFLICT IN TAMIL NADU

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## **Abstract**

*The nature of the women employee to examine the career growth and development in the life. Experiences over the life course by examining career growth and development, career beliefs. Women has shifted from traditional oriented jobs to the modern, and they choose their own line of path in domains of their career and livelihood. This paper focusing on career growth and development motivation of women for dual role conflict in Tamil nadu. Most of the working women facing the problem of work-life-family preference and many women seek uphold from the spouse, family, colleagues etc. Several factors identified while reviewing the literature. This paper is based on the conceptual model and designed based on the information in the literature review. This all creates big impact of career growth and development and it in turn a big challenges for women's career. This paper presents an overview of career aspiration and achievement motivation of women academicians, achievement motivation and its constructs: A cognitive model, achievement motivation theory.*

**Keywords:** *career growth, career development, dual role conflict*

## **Introduction**

The work contributed by women is a significant factor in a whole nation's progress. Earlier, society viewed a women as those, who confined at home, to take care of children and domestic affairs. They are excellent in playing motherhood roles and coordinate their traditional and modern life. Indian society still believe that man is the primary bread-earner for the family. More over today's generation proportionally different from the women than in men in education level, health, socioeconomic status, and is an important part of career growing and developmental strategy justice. Presently many developing countries witnessing a Massine

women workforce and to make women authorize to engage them into all social and economic activities.

There are major dissimilarity in a working women and a homemaker. Females are employed in the job to earn 20% less than male employees in the job. Women into traditional role occupations included social and families impact, so they deficiency in non-traditional options, unacceptable in working environment as many male-dominated fields, career growth and development, high turnover rates for women and less seniority in the given positions.

Motivation in work life is concerned with the process that describe why and how behaviour is activated and directed. The classification of achievement motivation items concerns the time perspective relative to task performance and behaviour is relevant mainly in the performance. Some of these motivating factors of influencing teaching as a career development and growth for entering in the profession. Women's research development is that they have less access to the economic world than more concerted in teaching activities while men focus on economic and research.

### Literature review

[**ANDREA E.ABELE and DANIEL SPURK(2011)**]. Refers to parenthood still is a crucial factor for women's career development both from an external gender perspective and from an internal perspective.

[**ANITA RACENE2011, 2012**]. The research aim to examine the women's career pattern. To achieve the survey of women was conducted.

[**Dr.MANOSMITA MAHAPATRA(2018)**]. Refers to women's career development in academia suggest that despite the introduction of equal opportunity policies, underrepresented in the profession, particularly in the higher rank.

[**GEORGE SHEPPARD (2016)**]. The study results, work life balance programs could help to contribute organisational culture and employee overall performance.

[**Kunaiko Ishiguro\***]. Shows that factors such as opportunities/constrains: values/norms: Motivation/personality: and Affective attachment were used for the analysis.

[**Marijana MISIC ANDRIC(2015)**]. The research is to analyse and present a theoretical framework for further study of professional carrier advancement for women.

[**STEVEN P.THOMAS**]. This study obtained in-depth understanding of the challenges and opportunities faced by the women in their educational programs.

### Objectives of the study

1. To identity the dual role conflict faced by the women.
2. To examine the dissimilarities of work-life and personal-life balance in their career growth.
3. To identify the factors that affect women's career growth and development.

## CONCEPTUAL FRAMEWORK

### 1. DUAL ROLE CONFLICTS FACED BY THE WOMEN

DUAL ROLE CONFLICTS is a situation in which contradictory, competing or incompatible expectation are placed on an individual by two or more roles held at the same time and equilibrium of both personal life and person's job are equally managed in their life.

It is natural that the time, energy and duty of working women are divided between the home and the work place, it leads to failure on the both the topics in their career.

Dual role also may causes the psychological and social consequence affecting the marital and family relationship, particularly the kids.

The problems of dual conflict tends to lead their obligations to their family and relations.

The working women are required to perform multiple task and multiple roles in which all times conflicts situation. Today's women are playing dual roles-ones is to perform duties of a wife or a mother or a daughter & the second is to act as a subordinate at work. The conflicts arising while performing multiple roles are dependent on the concepts of society in which a women are facing a problems.

Inter-role conflicts that arises because many role at one & those have conflicting expectations and different responsibilities. Role conflicts is a tension that can occur in the workplace. When family values conflicts with job responsibilities, roles are badly, performed or expected from one another with organisation don't match those of another conflicts.

### 2. FACTORS AFFECTING THE WOMEN'S CAREER GROWTH AND DEVELOPMENT

Career development and growth for working women is directly linked with the goals and mission in their life.

There are different factors for women's life and their career. Their major factor are

- Personal factors
- Social factors
- Organisational factors

### PERSONAL FACTORS

The extents to which the individual factors come as barriers for double role development in family-work balance. Its shows the relation to the working women affects their performance.

i) Family work balance:

It's not easy to work in home and office, but women manage it. This can make a significant deviation to your relationship with your family.

ii) Self-perception:

Determining their attitudes and preferences by interpreting the meaning of their own behaviour. Perception is an account of attitude developed by psychological order and emotional response is observing their own behaviour.

iii) Parents & spouse:

Cultures and legal systems impose duties and responsibilities on person's unity by this relationship.

## SOCIAL FACTORS

The working women need to concentrate the social factors also in the society such as

i) Traditional & non-traditional form

It refers to a general public portrayed characterized by an orientation to the past, not future, with a predominant, role for custom and inclination.

ii) Belief and norms

iii) Stereotyping in society:

It is essential to communication in the society for human living. The specific types of individual or certain ways of behaving intended to represent the population group of those unique or behaviours as a whole.

## ORGANISATIONAL FACTORS

Organisation factors divided into different groups, which are organisational structure, culture, assets and environmental factors. Culture also include the belief, norms, shared values and etc.

There are different form of problems in the organisation that the women's handle

i) Work stress

ii) Transformation & Transportation

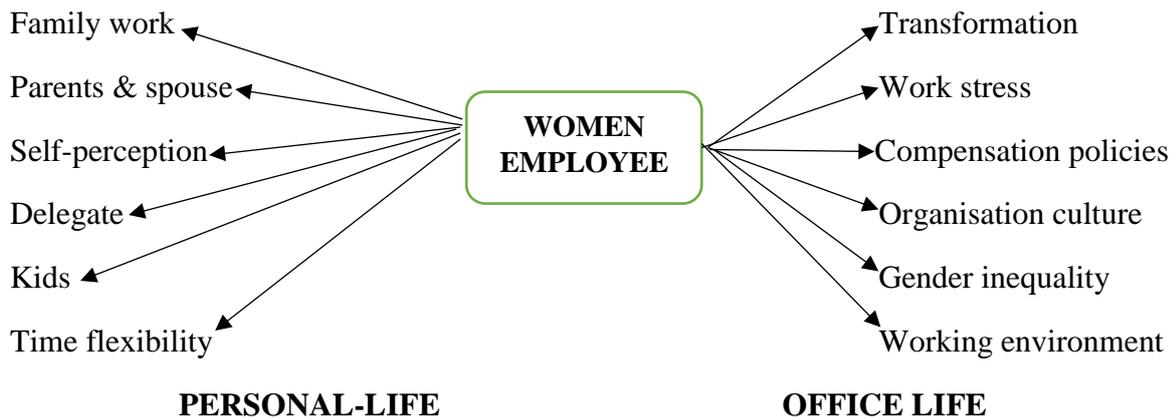
iii) Promotion policies to avoid in glass ceiling

iv) Compensation policy and benefits

v) Organisation culture

vi) Gender inequality

**3. Dissimilarities of work-life and personal-life balance in their career growth.**



Work life balance is the inability to balance work and personal activities. Its sense, work life balance is an individual one taking control his or her personal and professional responsibilities by reflecting on both area of life.

It is a concept to achieve an ideal balance between a people’s working life and private life.

The balance between work and family was termed as the extent to which individual are equally engaged in and equally satisfied with work and family roles. It is important when an employee takes kind of decision first thing is to perform in workplace for organisation goal, second is to managed work and family life and then finally organisation behaviour in working environment faced to that events.

**WAYS TO ENRICH THE DUAL ROLE CONFLICTS FOR WOMEN EMPLOYEEES**

**Social Security:**

Social security is the term used for the (OASDI) programs, which is a federal agency and safety in the security

**Transport facility:**

Transport generally involves the movement of people or goods from one place to another with a safety maintenance in the society.

Safety is needed for every women in the society that must be in roadway, terminal and other maintenance.

#### **Self- enhancement:**

It is a type of motivation that works to make people feel good about themselves and to maintain self-esteem because involves a preference for positively and receive positive evaluations from others.

#### **Low female male ratio:**

Equality ratio must be given for both the gender in the organisation to improve the women ratio of employee in the society.

#### **Retention strategies for women:**

The policies and plans that organisations follow to reduce employee turnover and attrition and ensure employees are engaged in productive with long-term.

#### **Race:**

A subgroup of individual who share a distinct combination of physical attributes and generic origin (Osipow & Fitzgread 1996).

### **Conclusion**

This study examined the dual role conflicts for women career growth and development. Focusing on women's dual role problems are positively impact by the conflict in obligation, share overload, experiencing the one environment strongly and conflict within yourself. The most challenges sector like Hospitals, IT, Public sector, business engineering and etc. As a result, it is suggested that the women dual role conflicts must come up with innovative strategies for future role model in society.

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