

Role of ICT in Work-Life Balance: A Integrated Perspective of the Higher Education Sector

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Abstract - With an abundance of mobile phones in hand, strong internet connectivity with every classroom connected, India has achieved significant progress in the construction of ICT Infrastructure, application of digital resources, teaching innovation as well as talent team construction. With such a flexible learning space, increased practical dependency on ICT, students are relying more on the same to improve learning outcomes and similar related competencies. Such digital learning resources, e-learning tools have provided great assistance to teaching-learning resources.

The well-equipped ICT Infra has improved many aspects of education such as the level of communication, classroom management, information management, research, work-efficiency and quality of learning. With the aim to further modernize the education, the forthcoming years will see the development and rising scopes of ICT development in education including higher education. For instance, maintaining Daily Class Record (DCR) can be done through various software's wherein details of students can be filled and calculations can be done using the tools provided in the software. This has largely reduced the difficulty of teachers, faculty members of the higher education sector to waste their time in record-keeping rather kept them free for other tasks of unstructured or unplanned nature.

Various research studies are focusing on the role of ICT and the work of teachers. ICT is currently allowing every aspect of human life. In higher education, ICT is being seen as an important tool that facilitates the acquisition, use and management of information critical in decision making. The purpose of this chapter to explore the impact of integration of ICT on human resource management as well as marketing domain in academic institutions and public universities in India. Work-Life Balance of teaching staff at an educational institution cannot remain unaffected with this.

Objectives-

1. How ICT has impacted the HRM Practices of teachers in the higher education sector?
2. How ICT has modified (Critically) work-life Balance perspective?

Keywords - ICT, Work-Life Balance, Human Resource Management Practices, Higher Education.

I. INTRODUCTION

Information and Communication technology has played a great role in improving the quality of functioning of organizations overall including the educational organizations. In higher education institutions valuable insights such as improved communication, quality of education, accessibility of resources, enhanced research, etc have proved the radical reforms come up with the penetration of more hands with technology. While

technology has an upper hand, human resources are still the holders of absolute power.

The ability to connect to distant resources via common technology such as cell phones, laptops, and the Internet has, at some point, over the past decade, empowered some people to make new choices about setting boundaries between work. Previously, the amount of work that employees could take home was constrained by the capacity of their briefcases or the extent of that fixed landline telephony. (Brian Harmer, 2008) More recently, some types

of knowledge workers have gone beyond mere adoption, in a manner of intensive appropriation of cell phones and laptops that allow them to work anywhere and at any time. For this type of worker, traditional boundaries between what is work and what is private life have been erased (Sadler et al., 2006)

II. TECHNOLOGY AND HUMAN RESOURCE

Managing Human Resource at the workplace is a more complex exercise than it simply appears. Fredrick Taylor in his writing on management has expressed that knowing people what they want to and seeing what they do is one of the best, finest and cheapest ways of knowing them. Being the backbone of successful organisation, Human Resource Management is primarily concerned with hiring, training, compensating, appraising the right people at right place, right time, and of-course at right price too. Living in the digital age means the HRM practices cannot remain unaffected by its use. Earlier known mostly for its paper-based activities, hiring managers are now taking the help of technology for shortlisting resumes, processing thousands of applications quickly, interviewing candidates, etc to save a lot of time for themselves as well as applicants.

To what extent higher education institutions have embraced ICT in the context of its HRM and marketing practices? The use of ICT affects Human resource Planning, training, development, selection, recruitment, Human resource evaluation, appraisal, and compensation. Piabou et al. described that There is no second thought to the fact the success or failure of an organization is determined by the knowledge, skill, behavior, and attitude of the people. People bring in growth and development.

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Scope of ICT in Higher Education Sector-India

The education sector of India provides a great opportunity for about 29 percent of India's population among the age group of 0-14 years. India's higher education segment is projected to grow to Rs 2,44,824 crore (the US \$ 35.03 billion) by 2025. The education sector in India is expected to reach the US \$ 101.1 billion in FY19 and Increased access to the Internet is expected to help in education delivery.

India has more than 250 million school going students, more than in any other country. It has one of the largest networks of higher education institutions in the world with

37.4 million students enrolled in higher education in India in 2018-19. The number of colleges and universities reached 39,931 and 993 respectively in 2018-19. Internet Users in India are likely to surge above 600 million by the end of the year 2019 including the internet growth in rural areas.

III. RECENT HRM TRENDS WITH ICT

1. Recruitment with ICT-

Human Resource Managers have moved beyond its traditional outlook of too much of paper work and quite long administrative procedures. This leads to reduction of an organisation's ability to effectuate the work faster and reducing the cost at the same time. ICT practices help them manage their human capitals efficiently and reducing pressure of HRM professional for other value-adding activities and support strategic objectives.

One aspect also says that for particularly the big organisation wherein human capital is larger and data and information are overloaded, ICT has allowed managing the things in a better and easier way.

2. Enterprise Resource Planning-

Ranging from managing administrative tasks such as calendars, schedules, meetings, incidents, vacations, ICT allows unification of tasks and reduced execution time quite considerably. ICT architecture is necessary to develop the strategic line for organisations which technology helps in streamlining.

3. Training, E-Learning and Technology-

Training is absolutely essential for it brings absolutely good solutions with multiple advantages. Apart from facilitating communication, Intranet improves connectivity with teacher-students, live class rooms, interactive sessions and allow great flexibility to handle work. Corporate e-learning helps in adopting the use of varied technologies which have potential to transform the way work. Moodle is one example of e-learning solution providing distance learning through HR departments. NPTEL courses are also tools to improve knowledge for professionals.

4. Legal compliances of registration, validation and compliance-

Adhering to changes and legal requirements is very necessary by following rules and obligations, but it also includes many resources. ICT tools have been precisely developed to provide solutions to these types of regulations and legal requirements in a simple way.

Through them, it is possible to manage the signature of documents efficiently and safely, validate the work schedule of employees and all data generated by companies is managed in real-time by the people assigned to it; In addition, these types of servers facilitate functions for those responsible for HR, allowing them to access information from any device.

5. Artificial Intelligence Assistance-

First, AI can be used for talent engagement potential candidates, to automate communication and to create faster and easier coordination with applicants. It can also be used to make processes more efficient, such as scheduling, completing time sheets, and training staff, which gives the HR team more time to work on more important tasks. Finally, it can be used to log in and build a network of freelance and other per-project workers who are expected to make up more than half the workforce by 2020. The trend of machine learning and analytics will only continue to grow in the coming years, so HR departments will do well to invest in AI related training and systems.

6. Application Tracking System-

Application tracking system (ATS) is another type of technology that HR teams have been using for years. It is used to process job applications, as well as streamline and manage the recruitment process. The use of ATS saves HR teams both time and money, and makes applicants' information easily searched and accessible. In the modern age, any hiring manager is required to learn the maximum benefits of master and ATS. However, the ATS has its own feelings, and the HR field people should treat it as a tool in their arsenal rather than replacing the actual hiring manager. Automatic screening under ATS uses specific keywords, so you may need to do a second sweep for good candidates who are switching careers or coming from another area.

7. Evaluation process through ICT-

Employees data and information can be constructed, stored and managed through innovative database. Information such as their name, contact details, employment status, performance, compensation benefits or other important information can be maintained. This will help in finding the required information as and when required, doing evaluation process can be interlinked with this. A simple, accessible, precise and straightforward data will help in designing the better compensation structure of employees.

IV. TECHNOLOGY AND WORK-LIFE BALANCE

Understanding the fact that technology has largely blurred the boundary between work life and personal life. One can not find a period wherein work can be separated from personal life. Higher penetration of mobiles in hand has decarded the existence of work-life balance.

Work-life balance is never always about finding the right job but about managing the space between both, drawing boundaries this way integrating wellness in a peaceful daily routine life. The issue exaggerates when applied to the working women, married ladies, single mothers are the most vulnerable to manage the two. (Tennakoon, 2018) A great job can be on the verge of collapse if not managed well and vice versa.

Technology has claimed to offer solutions to a lot of job-related features, fasten and improved communication and advocate for improving the productivity of employees at the workplace but on the flip side, a survey says that 70 % of the employees feel that technology has intruded work into their personal life and hampered the balance.

Technology cannot be assumed as a panacea or silver bullet until it is woven with an approach to save the employees from burnouts. Here is the critical overview of the technology and how it killed the work-life Balance-

1. According to a report of GFI, 81% of workers check their work email addresses outside their work hours. As encouraging this finding maybe for the organisations, equally terrible and shocking it is for their families
2. Fatigue whether physical or mental occurs undeniably and the employees needs well-rested schedules wherein they are not thinking about the work at all. This is one thing required for them to be productive for the next day.
3. After work, hours should be respected by the employers, supervisors, or immediate boss. They must refrain from sending emails in midnight and assuming a prompt reply.
4. Work from home, part-time work, work from the remote area, freelance work are accelerating

V. SUGGESTION FOR THE MANAGEMENT FOR WORK-LIFE BALANCE

- Arrange Seminars on Stress Management, Work-Life Balance, Time-Management, Personal energy Management to help employees set priorities and make better choices to achieve the optimum level of work-life balance.
- Practices such as Yoga, Meditation, Human Values, Life Seminars, etc will help the employees in reducing stress and develop a comprehensive understanding of life.
- Wherever required consultancy services may be offered where through consultants or attached bodies, teaching staff members can balance in their composure and Body rhythm.
- Sessions on Mental Health or Physical health can be helpful. (Muthulakshmi, 2018)
- Team-Building exercises, an informal gathering of staff members like a festival celebration, camping, touring are good practices to be followed. Free health checkups, health insurance, and exercise facilities are other important influential factors that can be used as a good retention tool for teaching staff members.
- Management should increase familiarity with the teaching staff members and arranging stress-reducing

activities. Keep meeting in cultural or entertainment programs and as and when necessary.

- Providing in-house facilities like accommodation, cooked food, cafeteria, medical room, crutch services, cab service, health insurance, health check-ups, in-house sports room, etc can be a great help.

Suggestions for teaching staff of higher education institutions-

1. Plan, prioritize and time management is the key. Teaching staff members must schedule their time to improve their work and life obligations and maintaining work-life balance.
2. Life analysis must be done to list out what they want out of personal life and are out of work of life.
3. They shall understand, agree and practice delegation of work.
4. They can plan for the continuing Professional Development (CPD) and study and make sure they adhere to the plan.
5. Activities, like doing physical workouts, playing sports, evening walk, going to concerts, will help them relieve their stress related to the job profile. (Muthulakshmi, 2018)
6. They can see the NHS management website, www.nhsmanagement.org, which contains a dedicated section for management of work-related stress and links to other sites and see a range of good advice.
7. Talking to family, friends, and colleagues is at most necessary to get support and understand what they are doing and why so.

VI. CONCLUSION

The increasing diversity of the family structures represented in the workforce, including dual-earning couples, single parents, mixed families, teaching staff members with eldercare responsibilities, and increasing numbers of people selected to live alone, balancing work and life Increase the relevance of. Roles for a large portion of employed men and women. These social developments have greatly increased the complexities of the interface between work and life roles, especially in the case of educational institutions. (Muthulakshmi, 2018)

Institutions should consider regulating child supervision better than teaching staff members. At the same time, the balance of expectations in this area is high for teaching staff members. Therefore it should be noted that management can pay more attention to this area. Also, flexible working time is an area that requires special attention from management. Incorporation of work-life balance strategies into the annual planning of educational institutions can, in fact, positively impact employee wellbeing.

Therefore, it is equally important to teach staff members to express their expectations and needs, as they cannot expect

management or institutions to settle matters for them on their initiative.

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