IMPORTANCE OF QUALITY WORK LIFE (QWL) IN TODAY'S DYNAMIC MARKET

DR. P. S. RAVIDRA*; MR. S. A. HUSSAIN**

*Associate Professor & H.O.D,
Miracle School of Management,
Miracle Educational Society Group of Institutions,
Andhra Pradesh, India.

**Associate Professor,
Miracle School of Management,
Miracle Educational Society Group of Institutions,
Andhra Pradesh, India.

ABSTRACT

Quality of Work Life (QWL) attempts to improve the quality of life for the worker. The Scientific approach towards management and organization resulted in a rigid structural hierarchy, exhaustive specialization of job, deployment of unskilled labor and an unfavorable work environment. This led to high employee turnover, decline in productivity, absenteeism and consequently, a group of demotivated employees. Modern managers have realized the need to develop a work climate that motivates the employees to perform better in order to enhance the productivity of their organizations. The aim of the paper is to determine the factors which are influencing the quality of work life of employees and effects of ICT on QWL and how to eliminate the stress in QWL.

KEYWORDS: Factors influencing QWL, Effects of Information and Communication Technology Adoption on Quality of Work Life, Provisions of QWL, stress elimination in QWL, recent trends and challenges in QWL, QWL with innovative market.