STRESS IN IT INDUSTRY– A CONCEPTUAL STUDY

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ABSTRACT
The Information technology industry in India has gained a brand identity as a knowledge economy due to its IT and ITES sector. The IT–ITES industry has two major components: IT Services and business process outsourcing (BPO). The growth in the service sector in India has been led by the IT–ITES sector, contributing substantially to increase in GDP, employment, and exports. People in China dream working in manufacturing industry, People in Thailand love to work in tourism sector, People in Africa dream to become a teacher and in India it's all about IT. Depending on the country you are in and opportunities available drives people towards a particular profession. It can be combination of both social status and financial incentives. Stress is the reaction people have to excessive pressures or other types of demand placed upon them. It arises when they worry that they can’t cope. Stress may not always be created by others in our life; we may be a contributing factor in the stress full moments in our life. It is a good idea to communicate with others during the difficult moments, or the place like foster homes, hospitals, nursing homes, and care facilities during the stress full moments. Industrial stress is important on account of distress caused not only to individuals but to society as a whole. Stress in industry occurs at every level. It is usually of psychological rather than physical origin and may originate outside industry. They usually involve injuries to self-esteem, or insecurity, isolation or responsibility. Thus the aim of the paper is to bring out the various factors of stress in IT industry and the coping strategies for stress.

KEY WORDS: Stress, Job Stress, IT, Coping strategies