Chapter III

Research Methodology
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INTRODUCTION

The research methodology chapter provides a link between the research problem and the methods selected to analyze the problem. The Methodology section is primarily divided into two parts. While the first part comprises of the type of data used and the research method used, the second part includes an in depth analysis of the data collected. The layout of the research methodology chapter includes an overview of the approach, followed by the methods adopted to collect and analyze the data. This part of the report describes the research methodologies used in the study. The intention is to enable readers to judge how reliable the study’s findings are and to explore further the implications of the study’s data.

NEED AND IMPORTANCE OF THE STUDY

The phenomenon of Glass Ceiling exists even in the 21st century when globalization and technological advances have brought about 360 degree changes in all walks of life. Though women are being included in the workforce to add diversity in the work culture, their presence in senior management level is negligible, regardless of their technical and professional qualifications or achievements, thus the evil is still prevalent, where the lion's share of leadership positions throughout the world remains a male preserve.

It is observed that in India despite increase in women’s education and participation in labor force, representation of women in management jobs is significantly low as compared to men. The few women, who do make it to the top, make us believe that there is a sustainable change in the gender equations within corporations and businesses, which is not true in practical situations. A few studies that have been carried out so far provide a very dismal outlook about women representation in management jobs in India. Those studies though have tried to understand the reasons behind it yet they do not provide a comprehensive understanding of the barriers that retard their progress. Thus, this study is therefore significant as it will not only be looking into the reasons that contribute to such
unequal gender representation in organizational leadership but also how the Self- Esteem and Role Efficacy of Women executives will influence their Perception towards Glass Ceiling. The study also submits few principal recommendations which will be of use to women to break the Glass Ceiling and equally participate at top managerial positions.

TITLE OF THE STUDY

“Perception of Glass Ceiling Among Women Executives Based on the Influence of Self Esteem And Role Efficacy”.

AIM OF THE STUDY

The study concentrates on analyzing the opinion of the presence of Glass Ceiling in the Indian corporate world for women at higher levels of management. It also concentrates on how Self-Esteem and Role Efficacy influences one’s opinion/Perception towards Glass Ceiling among Women at Top Level Management.

PROBLEM FORMULATION

In the current corporate employment sector women in the entry level and middle level are facing lots of personal, organizational and social barriers to reach top levels of management. High and low level of these barriers influence their level of perception towards glass ceiling which retards or improves their growth in their career ladder.
Equipping the women executives to possess high Self-Esteem and high role efficacy will definitely help them to overcome all these personal, organizational and social barriers. Thus the present study analyses the opinion of women executives on the existence of Glass Ceiling and suggests various strategies to improve their Self Esteem and Role Efficacy to reach challenging top managerial positions.

OBJECTIVES OF THE STUDY

1. To find out the level of perception towards Glass Ceiling among women executives.

2. To find out the level of Self Esteem and Role Efficacy of women executives.

3. To make a comparative analysis on the level of acceptance of glass ceiling among women executives in different professions.

4. To find out the association between personal variables and key variables, (Perception towards Glass Ceiling, Self Esteem & Role Efficacy) among women executives in different professions.

5. To find out the significant relationship among the key variables- Perception of Glass Ceiling, Self Esteem & Role Efficacy among women executives.

6. To find out the role of Self Esteem & Role Efficacy towards Perception of Glass Ceiling.

7. Recommend strategies to improve their level of Self Esteem and Role Efficacy among Women Executives to overcome the barriers to break the glass ceiling.

RESEARCH HYPOTHESIS

- Profession of the respondents has no significant association with their Career Level.

- Profession of the respondents has no significant association with their Career Satisfaction.

- Profession of the respondents has no significant association with their Level of practical problems faced by women executives.
➢ Personal Profile of the respondent’s namely educational qualification, marital status and status of children has no significant association with the Perception of Glass Ceiling.

➢ Socio Demographic Profile of the respondents has no significant association with the Perception of Glass Ceiling.

➢ Job Profile of the respondents has no significant association with the Perception of Glass Ceiling.

➢ Practical Problems faced by women at workplace has no significant association with the Perception of Glass Ceiling.

➢ Personal Profile of the respondents has no significant association with the Level of Self Esteem.

➢ Demographic Profile of the respondents has no significant association with the Level of Self Esteem.

➢ Job Profile of the respondents has no significant association with the Level of Self Esteem.

➢ Practical Problems faced by women at workplace has no significant association with the Level of Self Esteem.

➢ Personal Profile of the respondents has no significant association with the Level of Role Efficacy.

➢ Demographic Profile of the respondents has no significant association with the Level of Role Efficacy.

➢ Job Profile of the respondents has no significant association with the Level of Role Efficacy.

➢ Practical Problems faced by women at workplace has no significant association with the Level of Role Efficacy.

➢ Perception of Glass Ceiling has no significant difference among the educational qualification of the respondents.
➢ Perception of Glass Ceiling has no significant difference among the level of career satisfaction of the respondents.

➢ Perception of Glass Ceiling has no significant difference among the Practical problem faced by the respondents.

➢ Self Esteem has no significant difference among the area of residence of the respondents.

➢ Self Esteem has no significant difference among the different profession of the respondents.

➢ Self- Esteem has no significant difference among the practical problems faced by the respondents.

➢ Role Efficacy has no significant difference among the profession of the respondents.

➢ Role Efficacy has no significant difference among the practical problems faced by the respondents.

➢ Perception of Glass Ceiling has no significant difference among the career level of the respondents.

➢ Self esteem has no significant difference among the marital status of the respondents.

➢ Role Efficacy has no significant difference among the career level of the respondents.

**RESEARCH DESIGN**

The major objective of this study is to find out the perception of women executives towards Glass Ceiling and also to find out the factors influencing Self Esteem and its impact on Role Efficacy. Hence the researcher has adopted the descriptive and diagnostic research Design.

**SAMPLING PROCEDURE**

The researcher adopted purposive sampling method to get the responses from the women executives from five professions – Teaching, IT Field, Manufacturing Industry,
Media, Banking & Insurance where women are employed in the middle and top level management. The researcher purposively has chosen 75 respondents from each profession and collected the data required for the study.

**SOURCES OF DATA**

**Primary:** The primary data was collected from women executives from middle and top level management positions from selected five professions like – Teaching, IT Field, Manufacturing Industry, Media, Banking & Insurance.

**Secondary:** The secondary data was collected from books, journals, websites and other published reports.

**TOOLS USED FOR DATA COLLECTION**

All the respondents selected for the current study belong to the middle and higher levels of management. Hence the researcher used questionnaires to collect the required information for the study.

The first part of the questionnaire consists of self-structured questions pertaining to the socio economic profile of the respondents and Practical problems faced by the respondents at workplace. Second part of the questionnaire is Perception of Glass Ceiling Scale developed by Wrigley's (2002) which was used to find out the level of Perception towards Glass Ceiling among Women Executives. Self Esteem Scale developed by Heatherton, T. F. & Polivy, J. (1991), was used to measure the Self Esteem at a given point of time. Role Efficacy Scale developed by Udai Pareek (1993) is used to assess the level of role efficacy of the respondents in the study.

**DATA COLLECTIOIN & PROCESSING**

The data for the present study was collected in the month of June 2016. Since the respondents were from the middle level and top level managerial positions, the researcher personally contacted all the respondents and gave the questionnaire. After the collection of data, the questions were coded and labeled. Quantitative analysis was done through Statistical package for social sciences by the researcher. The statistical techniques like Chi- Square, t test, Annova, Correlation, Post Hoc and Multiple Regression were used for the purpose of data analysis.
OPERATIONAL DEFINITIONS

**Glass Ceiling** - The United States Federal Glass Ceiling Commission defines the glass ceiling as "the unseen, yet unreachable barrier that keeps minorities and women from rising to the upper rungs of the corporate ladder, regardless of their qualifications or achievements.

**Self Esteem** - Self-Esteem refers to an individual's sense of his or her value or worth, or the extent to which a person values, approves of, appreciates, prizes, or likes him or herself.

**Role Efficacy** - Role Efficacy is the potential effectiveness of a person in personal and interpersonal success, while occupying a particular role in an organization and is seen as the psychological factor underlying role effectiveness.

**Respondents** – Respondents in the present study refers to women executives from middle and top level management from five sectors of employment namely Teaching, IT Field, Manufacturing Industry, Media, Banking & Insurance.

DIFFICULTIES ENCOUNTERED

- The researcher found it very difficult to get permission from various reputed organizations to collect data.
- Since the respondents belonged to middle and top level management cadre it was very difficult to meet them and get the questionnaire filled in because of their busy schedule.
- Especially the researcher found it very difficult to collect data from women in media because of their scare availability and hectic schedule.

EXPERIENCE OF THE RESEARCHER DURING DATA COLLECTION

Though it was very difficult to collect data from the women executives the researcher took interest in meeting them personally and to interact with them to get to know the practical difficulties faced by women in work place to reach top managerial positions and also took greater amount of time in getting the questionnaire filled in by the respondents personally.
LIMITATIONS OF THE STUDY

The data was collected only from women executives at middle and top level management from selected five sectors of employment only. Hence the findings cannot be generalized.

CHAPTERIZATION

CHAPTER I - Deals with Introduction of key concepts of the study.
CHAPTER II - Deals with Review of Literature on the related studies
CHAPTER III - Deals with Research Methodology adopted in the study
CHAPTER IV - Deals with Data Analysis, Interpretation & Findings of the study
CHAPTER V - Deals with Findings, Suggestions, Discussion & Conclusion

CONCLUSION

Thus in this chapter the researcher clearly specifies the details regarding the need and importance of the study, title of the study, aim of the study and the problem formulation. This chapter also includes the sources of data obtained for the study, objectives of the study, research hypothesis, the Research Design adopted by the researcher in the present study, sampling procedure taken and tools used for data collection and various tests applied for data processing and also about difficulties encountered and experience gained by the researcher.