Abstract

The potential and problems of IT employment and their implications in the socio-cultural and familial environment of the professionals in the Kerala context is examined in this study by taking three groups of couples and making comparisons among them with respect to their work-life balance. A narrative enquiry supported by quantitative measurement approach is adopted. The study results show that IT employment makes the employees financially content although it often leads to a cultural shift. The practices associated with child care and the career prospects of women employees are also dealt with in this study. The claim of equal opportunity employment does not seem to agree with the attitude of employers towards pregnant and lactating women. Overtime and overload of work are accepted as integral parts of this job by the employees. Family environment is found to be degenerating and the rate of marriage breakdown is reportedly high among IT professionals. Various stakeholders of the industry including government are found to be ignorant of these issues. The study ends with a number of policy recommendations to improve work-life balance among IT professionals.