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A Study On Adoption Of Technology Among Working Women In Non-Teaching Staff

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Abstract

In the current digital era, technology is essential to the workplace since it makes it possible for workers to collaborate and work more effectively. Women in non-teaching staff roles have embraced technology quickly in order to communicate more effectively, do duties more quickly, and take advantage of professional development possibilities. Factors of production now include technology. Among other benefits, implementing technology can lower expenses, boost output, save time, and enhance customer satisfaction. Technology adoption by working women in non-teaching staff positions is essential for both the professional development of those involved and the effectiveness of the organisation. Organisations can establish a more favourable atmosphere for adopting technological innovations by comprehending the elements that impact technology adoption and resolving the issues. One encouraging trend that improves communication, productivity, and professional growth is the use of technology by working women in non-teaching staff roles. Women in administrative and support professions can succeed in their careers and make valuable contributions to their organisations by utilising online learning platforms, task management software, and communication tools. Technology adoption among working women, especially those in non-teaching staff positions, is a complex topic that can be impacted by a number of variables. These elements may include access to training, individual attitudes towards technology, organisational support, and the particular technical instruments being used. Here are some key considerations and trends in this area: Out of the 80 working women respondents, 26.25% were below 25 years, 32.5% were 25-30 years age, 41.25% were belonged to 31-45 years and above. Overall study area 80 working women respondents 42.5% are getting less than 25000/- income per month, 57.5% are salaried more than 2500/- per month and 0% are getting more than 50000& less than 75000, more than 75000, & less than 1 lakh and more than 1 lakh.

Introduction

In today's digital age, technology plays a crucial role in the workplace, enabling employees to work more efficiently and collaboratively. Working women in non-teaching staff positions have been quick to adopt technology to streamline their tasks, communicate effectively, and access professional development opportunities. Technology has become a part in factors of production. Adopting technology can reduce costs, increase productivity, save time, improve the customer experience, and more.

Communication Tools

The usage of communication tools is one of the main areas where working women's adoption of technology is evident. Slack, Microsoft Teams Zoom, and other platforms have become indispensable for virtual meetings and remote communication. Regardless of their geographical location, working women depend on these technologies to maintain communication with their managers and co-workers.

Professional Development

Online learning platforms have made professional development more accessible to working women. These platforms offer a wide range of courses and resources that allow women in non-teaching staff roles to enhance their skills, stay updated with industry trends, and advance their careers. Many organizations encourage employees to take advantage of these resources to improve their performance.

One notable trend in recent years has been the use of technology by working women in non-teaching positions. This article examines how women in support, clerical, and administrative positions across a range of industries are embracing technology. The process by which individuals or groups embrace and make use of new technologies is known as technology adoption. If women are able to use digital technologies to access networks and digital information, they will have unparalleled access to information and communication networks thanks to new advancements in digital technology and improved, more affordable access.

Review of Literature

A study conducted by Dr. S. Yuvaraj and R. Nadheya on the role of technology on employee behaviour and their performance. Their results showed that introduction of technology is helping the organization in excelling its employees performance. But this has also condensed the employee inter-personal relationship as every work is done through ICT enabled which has minimized the human interactions.

Nungky Viana Feranita, Andrias Dwimahendrawan, Asmuni conducted a study on Determinants of Digital Technology Adoption Among Women Entrepreneurs. The results show that human, financial, physical, and intellectual capital have a positive and significant influence on the adoption of digital

technology among women entrepreneurs. However, only social capital reports an insignificant influence. Among the examined variables, intellectual capital plays the most crucial role in adopting digital technology. This research provides theoretical and practical implications for women entrepreneurs and the government.

Padmaja R, Bantilan MCS, Parthasarathy D and Gandhi BVJ. 2006 conducted a study on Gender and social capital mediated technology adoption. Their paper addresses three aspects: (1) social networks in technology adoption, (2) the gender-based activity pattern, and (3) build-up of social capital leading to improvements in the welfare of farmers and the farming community with a gender perspective. . Finally, their study concludes that while technology development and exchange can build upon social capital as a means of empowering women, much more needs to be learned about the approaches that foster build-up of social capital.

Susmita Chatterjee , Sangita DuttaGupta , Parijat Upadhyay conducted a study on Technology adoption and entrepreneurial orientation for rural women: Evidence from India. Their study highlights that types of access like mental, material, skill and usage contribute significantly towards the adoption of ICT among rural women. Adoption of the ICT leads to innovation. Adoption intention is a booster for entrepreneurial orientation which aids micro-entrepreneurship. The findings of this study are significant because it connects technology adoption with the entrepreneurial intention of women micro-entrepreneurs.

Objective of the study

The overall objective of the study was to investigate the adoption of technology among working women in non-teaching staff of urban area of Tirupati District, Andhra Pradesh. The study examines the technology adoption of working women of non-teaching staff in two universities. The specific objectives were to;

1. To assess the awareness of adoption of technology by working women.
2. To study the technology related issues faced by women.
3. To analyse the barriers or challenges faced by working women in using technology.

Methodology

A survey research design was employed for the study. The study is based on empirical survey conducted in two universities of Tirupati District, Andhra Pradesh. By applying simple random sampling, primary data is collected from Sri Venkateswara University and Sri Padmavati University. The population of the study consisted of all the non-teaching staff of the two (2) universities(public/state) in the Tirupati district. This population was identified as contained in the personnel services in the respective universities. Only female non-teaching staff of the universities are under study. The sample size for this study was calculated using the hypothesis testing method. The sample for the study consisted of 80 non-teaching staff (NTS) drawn from the offices of the university personnel departments. The researchers picked samples that are representative of the population of interest.

A sample size of 80 working women from two universities were interviewed, information on socio-economic conditions and technology adoption, their utilization were drawn through structured schedules. The interview schedule inquired about level of education, marital status, occupations, and sources of income. The interview schedule comprised closed ended questions. Survey is conducted during May, June 2024.

Analysis of Data

The statistical tools used for the study are simple percentage analysis and descriptive statistics. This generates, summarises and gives percentage distributions. Data was then presented in form of tables.

Table-1
Percentage distribution of respondents by Age

S. No.	Age Group	No. of Respondents	Percentage to total
1.	Below 25 Years	21	26.25
2.	25-30 Years	26	32.5
3.	31-45 Years & Above	33	41.25
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents in Sri Venkateswara University and Sri Padmavati University. Out of the 80 working women respondents, 26.25% were below 25 years, 32.5% were 25-30 years age, 41.25% were belonged to 31-45 years and above.

Table-2
Percentage distribution of respondents by Caste

S. No.	Community	No. of Respondents	Percentage to total
1.	OC	16	20
2.	BC	27	33.75
3.	SC	23	28.75
4.	ST	14	17.5
5.	Others	0	0
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 20% were OC, 33.75% were BC, 28.75% percent were SC, 17.5 % were ST.

Table-3
Percentage Distribution of Respondents by Marital status

S. No.	Marital Status	No. of Respondents	Percentage to total
1.	Married	59	73.75
2.	Unmarried	13	16.25
3.	Divorced	0	0
4.	Widow	8	10%
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 7 3.75% were married, 16.25% were unmarried, 10% were widow and none divorced.

Table-4
Percentage Distribution of Respondents by Number of Children

S. No.	No. of Children	No. of Respondents	Percentage to Total
1.	2	55	68.75
2.	3 & Above	22	27.5
3.	Nil/None	3	3.75
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 68.75% have 2 children, 27.5% have children and above, 3.75 has no children.

Table-5
Percentage Distribution of Respondents by Nature of Family

S. No.	Nature of Family	No. of Respondents	Percentage to Total
1.	Nuclear	80	100
2.	Joint	0	0
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 100% were nuclear family and 0% were joint family.

Table-6
Percentage Distribution of Respondents by Occupation

S. No.	Occupation	No. of Respondents	Percentage to Total
1.	Clerks	24	30
2.	Computer operator	31	38.75
3.	Attender	25	31.25
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 30% are clerks, 38.75% are computer operators, and 31.25% are attenders.

Table-7
Percentage Distribution of Respondents by Monthly Income

S. No.	Monthly Income	No. of Respondents	Percentage to Total
1.	Less than 25000	34	42.5
2.	More than 25000 & less	46	57.5
3.	More than 50000 & less than 75000	0	0
4.	More than 75000 & less than 1 Lakh	0	0
5.	More than 1 Lakh	0	
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 42.5% are getting less than 25000/- income per month, 57.5% are salaried more than 2500/- per month and 0% are getting more than 50000& less than 75000, more than 75000, & less than 1 lakh and more than 1 lakh.

Table-8
Percentage Distribution of Respondents by Work Experience

S. No.	Work Experience	No. of Respondents	Percentage to Total
1.	Below 5 years	26	32.5
2.	5 to 10 years	40	50
3.	Above 10 years	14	17.5
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 32.5% have below 5 years work experience, 50% have 5 to 10 years work experience, 17.5% have above 10 years work experience.

Table-9
Percentage Distribution of Respondents by Place of Residence

S. No.	Place of Residence	No. of Respondents	Percentage to Total
1.	Rural	8	10
2.	Urban	44	55
3.	Semi-urban	28	35
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 10% women reside in rural villages, 555 women reside in urban, 355 women reside in semi-urban.

Table-10
Percentage Distribution of Respondents by Type of Housing

S. No.	Type of Housing	No. of Respondents	Percentage to Total
1.	Own	31	38.75
2.	Rented	49	61.25
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 38.75% women have own houses, 61.25% women are living in rented houses.

Table-11
Percentage Distribution of Respondents by using Household Articles

S. No.	Use of Household Articles	No. of Respondents	Percentage to Total
1.	House hold articles	80	100
2.	Television	80	100
3.	DVD Players	0	0
4.	Solar Heaters	4	50
5.	Solar lanterns	0	0
6.	Electric Water Heaters	57	71.25
7.	Sewing Machines	38	47.5
8.	Electronic Iron Box	41	51.25
9.	Mosquito Repellent Machines	0	0
10.	Immersion Rod/Heater	35	43.75
11.	Electric Fan	80	100

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 100% are using household articles, 100% are using television, 50% are using solar heaters, 71.25% are using electric water heaters, 47.5% are using sewing machines, 51.25% are using electronic iron box, 43.75% are using immersion rod/heater, 100% people are using electric fan.

Table-12
Percentage Distribution of Respondents by use of Gadgets

S. No.	Use of Gadgets	No. of Respondents	Percentage to Total
1.	IT & Communication Tools	80	100
2.	Smart Mobiles/ Featured Phone	80	100
3.	Computers/Laptops	31	38.75
4.	ATM cards	66	82.5
5.	Tab/I Pod	30	37.5
6.	Smart Wrist Watch	12	15
7.	Scientific Calculators	0	0
8.	Others	-	-

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 100% are using IT & Communication tools, smart mobiles/featured phones, 38.75% are using computers/laptops, 82.5% are using ATM cards, 37.55 are using tab/ipod, 15% are using smart wrist watches and no one are using scientific calculators

Table-13
Percentage Distribution of Respondents by number of hours they use internet per day

S. No.	Since how Many Years you are using Internet	No. of Respondents	Percentage to Total
1.	Less than one year	2	2.5
2.	1 to 2 years	14	17.5
3.	3 years and above	64	80
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 2.5% were using internet less than one year, 17.5% were using since 1-2 years, 80% were using internet since 3 years and above.

Table-14
Percentage Distribution of Respondents indicates the internet facility at their work place

S. No.	Do You Have Internet Facility at Your Work Place	No. of Respondents	Percentage to total
1.	Yes	59	73.75
2.	No	21	26.25
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 73.75% have internet facility at their work place, 26.25% have no internet facility at your work place.

Table-15
Percentage Distribution of Respondents indicates if they have biometric systems at their workplace

S. No.	Do you Have Bio-Metric at Work Place	No. of Respondents	Percentage to Total
1.	Yes	11	13.75
2.	No	69	86.25
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 13.75% have biometric at their work place, 86.25% have no biometric at their work place.

Table-16
Percentage distribution of respondents for receiving bank message to your mobile

S. No.	Do you Receive Bank Messages to your Mobile	No. of Respondents	Percentage to Total
1.	Yes	80	100
2.	No	0	0
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 100% of them receive messages to their mobile.

Table-17
Percentage distribution of respondents indicates their familiarity with digital transaction apps.

S. No.	Do You Know Digital Transaction Apps	No. of Respondents	Percentage to Total
1.	Yes	80	100
2.	No	0	0
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 100% of them know digital transaction apps.

Table-18
Percentage distribution of respondents indicates that they have access to computers in their offices

S. No.	Do you have Access to Computers in your Office	No. of Respondents	Percentage To Total
1.	Yes	57	71.25
2.	No	23	28.75
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 71.25% have access to computers in their office, 28.75% do not have access to computers in their office.

Table-19
Percentage distribution of respondents indicates that they are familiar with software systems

S. No.	Which Software Systems are you Familiar which and can use in this Position	No. of Respondents	Percentage to Total
1.	Word processing software like Microsoft word	26	32.5
2.	Spread sheet software like Microsoft word	24	30
3.	Presentation software like Microsoft excel	19	23.75
4.	Others	0	0
Total		**80**	**100**

Source: Primary Data.
Note: Figures Indicate Percentage to Total.

The above table shows the percentage distribution of the age of working women respondents of Sri Venkateswara University and Sri Padmavati University. Out of 80 working women respondents 32.5% use word processing software like Microsoft word, 30% use spreadsheet software like Microsoft word, 23.75% use presentation software like Microsoft excel.

Conclusion

Because they are eager to learn more about the latest technological advancements, working women are content with technology. Their performance level will rise as a result. Since it enables them to become experts in their sector, they frequently stay up to date with emerging technologies. Working women have a good attitude towards technology since it makes their jobs easier and allows them to complete them on time. Women will adapt new technology more easily and stress-free if their employers do not pressure them to update their abilities and give them the time to do so. This will encourage them to contribute more

to the expansion of the company. Women's interpersonal relationships are unaffected by technology; it has decreased their personal connections while improving their communication with co-workers and encouraging them to work in teams rather than alone. Technology adoption by working women in non-teaching staff positions is essential for both the professional development of those involved and the effectiveness of the organisation. Organisations can establish a more favourable atmosphere for adopting technological innovations by comprehending the elements that impact technology adoption and resolving the issues. One encouraging trend that improves communication, productivity, and professional growth is the use of technology by working women in non-teaching staff roles. Women in administrative and support professions can succeed in their careers and make valuable contributions to their organisations by utilising online learning platforms, task management software, and communication tools.

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