



## **“A STUDY ON IMPACT OF CAREER GUIDANCE ON WOMEN RESUMING BACK THEIR CAREER”**

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### **ABSTRACT**

The research project is based on impact of career guidance on women resuming back their career. The objective of the study is to understand the effectiveness of career guidance program to women returners. After the research it was found that the majority of women returners have an impact of career guidance in their career progress after career re-entry and it has helped them in knowing the insight about future job opportunities and seeking opportunities. It was found that majority of women take a career break at the age of 26-35 due to seeking new opportunities and challenges or due to childbirth. And the reason for career re-entry was due to financial reasons. The study also shows that women returners have faced various challenges such as lack of career awareness, lack of recent work experience while looking for career re-entry. Hence it is very important to take up career guidance practices for women returners to enhance employability after career break. This article highlights the impact of career guidance program conducted at Glocon Training and Research private limited on career re-entry women through percentage analysis.

**KEYWORDS:** Career guidance, Career re-entry women

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### **INTRODUCTION:**

Women labor participation has changed radically in recent years. Various studies have examined trends in women's work and family roles and found that the turbulence of the 19<sup>th</sup> and 20<sup>th</sup> century heralded an awakening to the plight of women and set the scene for the elements of change. A major cause of increased woman labor participation has been due to re-entry of married women with dependent

children into the work force. Throughout history, women have been both in the workforce and have also been mothers. Re-entry into the corporate is a dynamic process in which the re-entered women experience problems. The women's return into the workforce has been showing signs of becoming more complex as a result of the multiple factors that re-entered women encounter when they return hence career guidance is very important for them as it helps them identify their own untapped potential, gives exposure to the many not so explored challenges a women may face unless stepping outside the household, a sense belongingness, an objective to look forward to the day, a valued opinion during household conversations, and the so many obstacles created by the society against making them feel disempowered. Women making their career after a career break with the help of career guidance experience financial stability, a sense of belongingness, confidence, better communication skills and a greater empathetic attitude in her job. And many reports on working women talks about new trends in career break and re-entry of these women; the experience they have, taken time off from the workforce, and their desire to be re-engaged in employment. Exploring the recent trends in career break and re-entry of working women provides proactive recommendations and practical and positive ways for the employers to facilitate their re-entry and help address the female brain drain. In this regard, the present study is an attempt to study the impact of career guidance for women re-entering or resuming back their career.

## **LITERATURE REVIEW:**

### **1. RESEARCH BY: SAUNDARYA RAJESH**

**TITLE: SECOND CAREER OF WOMEN PROFESSIONALS IN INDIA: A CORPORATE PROSPECTIVE**

**YEAR OF STUDY: 2013**

In this study the researcher has critically examined the Indian corporate prospective towards women seeking career re-entry and corporate engagement patterns of Indian women and the major reasons that lead them to career breaks. The study identifies the benefits and challenges faced by re-entry women professionals with respect to industry engagement. The researcher has recognized that with the right amount of effort from the corporate sector companies and the society at large, a lot of women who are currently on career breaks should be given opportunities that will help them in resuming back their career. The study suggests a set of re-entry models for women career returnees that will work efficiently when placed in ideal professional and societal structure which will help in minimizing the time period of a corporate women's career break and will speed up the pace of her return back. The empirical study and

findings have given a broad structure and basis for future exploration that will help in understanding the career success of re-entered women professionals. The study results shows that many companies that have policies for rehiring women returnees are happy with the performance of women and feel that such women have higher level of commitment towards their work as they return to their work with their own will but there is a need to modify employees about the bargain of rehiring these skilled women.

**2. RESEARCH BY: JENNY BIMROSE, MARK WATSON, MARY MCMOHAN, SIMONE HAASLER, MASSIMO TOMASSINI, PAMELA A. SUZANNE**

**TITLE: THE PROBLEM WITH WOMEN? CHALLENGES POSED BY GENDER FOR CAREER GUIDANCE PRACTICE**

**YEAR OF STUDY: 2014**

In this study the researchers has contributed towards understanding the problem with women and the challenges posed by gender for career guidance practices. The study recognizes that despite the depth and breadth of gender inequality, there is limited acknowledgement in career theory that the career support needs of women are distinctive. The research identifies that women's employment patterns in labor markets around the world are well documented and are distinctively different and unequal from men's and it is scrutinized that effective career guidance and counseling for women requires an understanding of their labor market experiences, including the impact of the convergence of structural factors like gender, age, and ethnicity upon the learning and work pathways over the life course. The research shows different national contexts with respect to economic conditions, labor markets, education and training systems, family structures and role expectations, among other aspects. The study result has recognized the embedded nature of women's career, the process dimensions of their career and the need for career support for women that are differentiated.

**3. RESEARCH BY: DIANE M. HOUSTON AND GILLIAN MARKS**

**TITLE: THE ROLE OF PLANNING AND WORKPLACE SUPPORT IN RETURNING TO WORK AFTER MATERNITY LEAVE**

**YEAR OF STUDY: 2003**

In this study the researchers have contributed towards understanding the role and importance of planning and workplace support in returning to work after maternity leave. The study reveals that the women who did not return to work as intended were differentiated from those who did return to work by the amount of planning they had done during their pregnancy, as well as

having lower pre-natal income and less anticipated support within the workplace. The study results identifies that the majority of first time mothers would prefer not to work full time. But it also shows that a significant proportion of women who expressed an intention to work after their maternity leave were not able to return to work in a manner consistent with the preferences they expressed in pregnancy. It also reveals that the majority of mothers still do not want, or feel able, to work full time, there by restricting their options to lower status part-time work. Hence it is important to find ways in which both men and women can participate equally in work and family life and to achieve this, the status and pay associated with part-time and more flexible working should be taken care of by families and the companies.

### **RESEARCH METHODOLOGY:**

In order to conduct this study, a descriptive method of research was performed on basis of purposive sampling technique, where the primary data was collected through questionnaire for a sample size of 100 respondents. The collected data was then put through a series of tables and graphs to assess the impact of career guidance on women resuming their career through percentage analysis.

### **STATEMENT OF THE PROBLEM:**

Women professionals who have taken a break in their career face several challenges during and after career-re-entry. Women who are re-entering face career punishments even for short time-out periods; long time-out periods increase the risk of a downward move and reduce the chances of an upward move. In Indian context, gender role stereotype-perception is greater than the western societies and hence career break instances tend to escalate. One of the major areas of potential researches in India is in the area of women re-entering the corporate profession. So, it is apparent that their re-entry phenomenon needs to be researched. In this context, the impact of career guidance for woman re-entering their career need to be analyzed. With ever-increasing number of women re-entering the work force, there is an evident need for research regarding career guidance and its impact on career re-entry.

### **OBJECTIVES OF THE STUDY:**

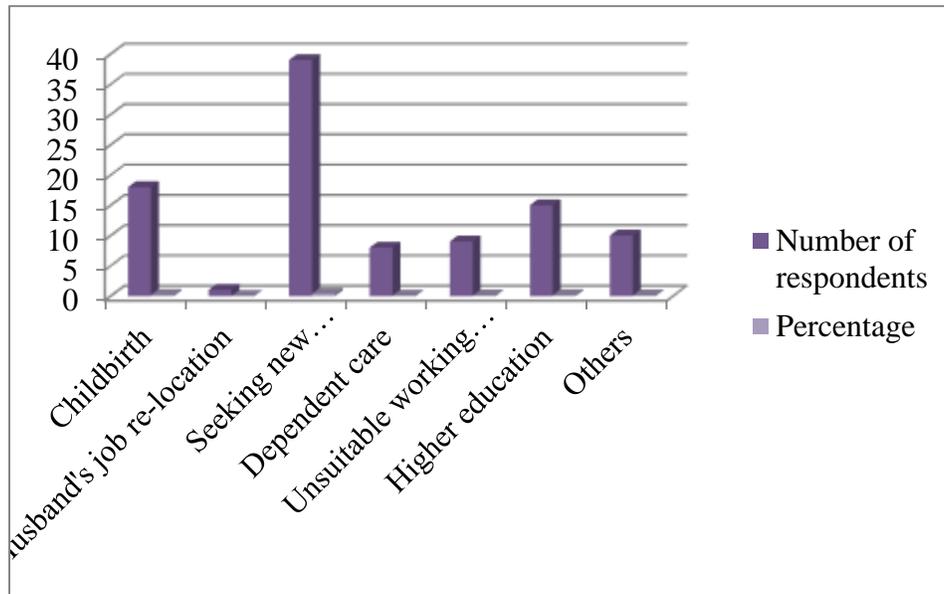
- To identify the impact of career guidance.
- To know the various reasons for career break.
- To know the various reasons for career re-entry and the major challenges faced by them in the re-entry.
- To identify the level of satisfaction of re-entry women regarding career guidance.
- To provide suggestions and recommendations to improve career guidance practices.

### NEED FOR THE STUDY:

- The research will help the researcher to analyze the different mindsets of career re-entry women's.
- It will help to identify the difference on the career of women after the career guidance.
- It will help the researcher to show on ways to improve career guidance practices.
- It will help to understand the challenges faced by women returners.
- It will help to understand the reasons for career re-entry.

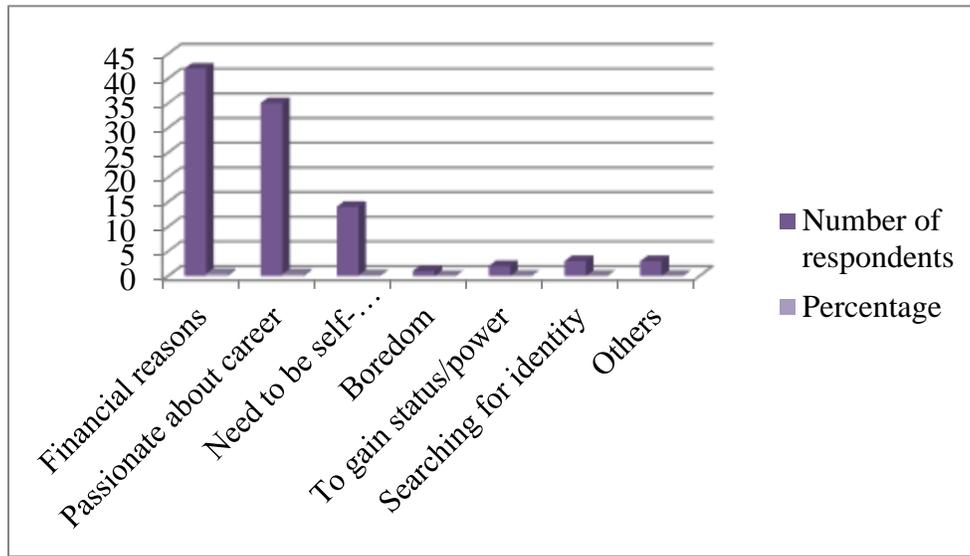
### INTERPRETATION AND DATA ANALYSIS:

**Graph 1-** Represents the reason for career break of the respondents:



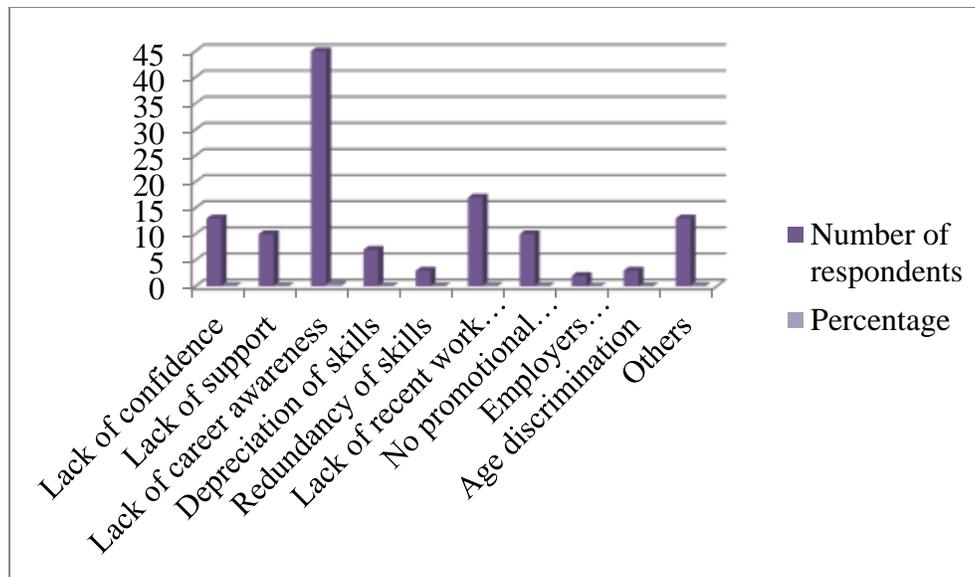
**INTERPRETATION:** From the above graph, it can be interpreted that majority of the respondents took a break due to seeking new opportunities and challenges.

**Graph 2-** Represents the reasons for career-entry of the respondents:



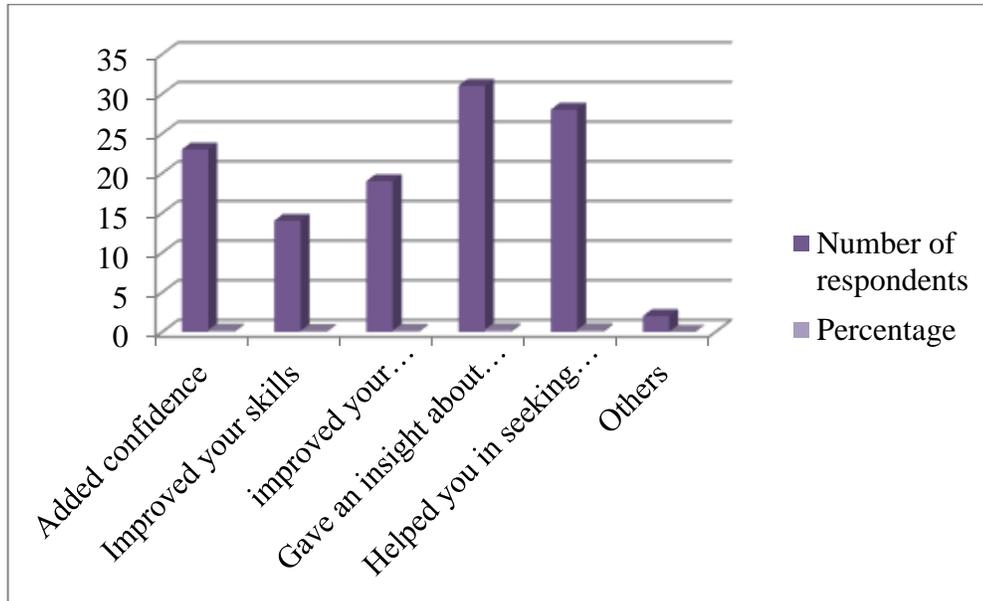
**INTERPRETATION:** From the above graph, it can be interpreted that majority of the respondents re-entered their career because of financial reasons.

**Graph 3-** Represents the challenges faced by respondents while looking for career re-entry:



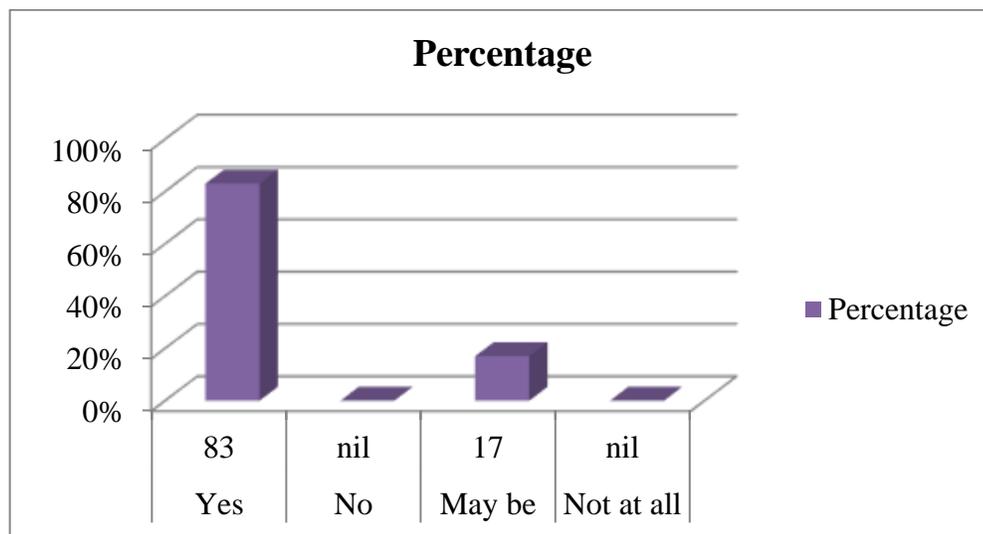
**INTERPRETATION:** From the above graph, it can be interpreted that majority of the respondents faced a challenge of lack of career awareness while looking for career re-entry.

**Graph 4-** Represents in what context career guidance has helped the respondents in career re-entry:



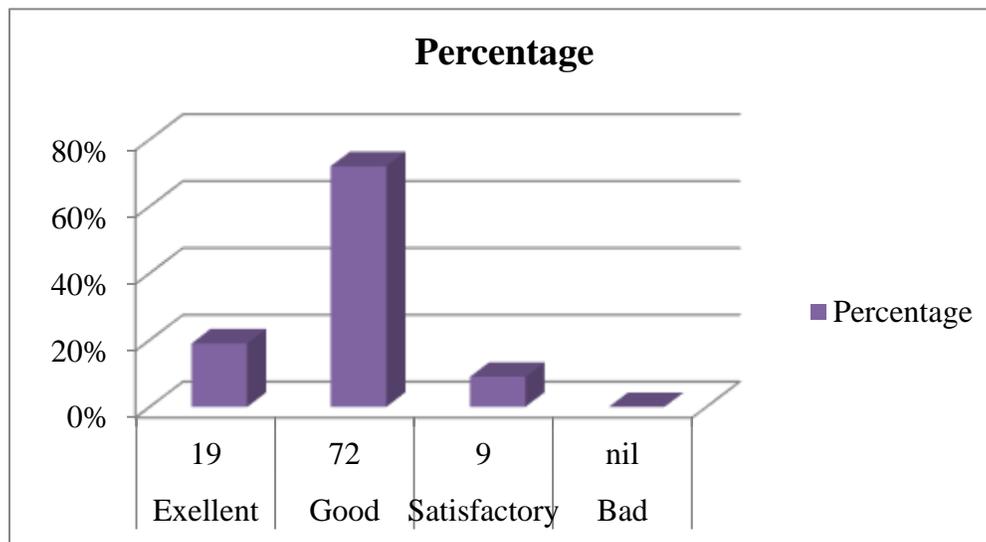
**INTERPRETATION:** From the above graph, it can be interpreted that majority of the respondents feel that career guidance has helped them in knowing the insight about future job opportunities.

**Graph 5-** Represents the impact of career guidance on career progress of the respondents after career re-entry:



**INTERPRETATION:** From the above graph, it can be interpreted that majority of respondents feel that career guidance has an impact on their career progress after career re-entry.

**Graph 6:** Represents the effectiveness of career guidance to the respondents in career re-entry:



**INTERPRETATION:** From the above graph, it can be interpreted that majority of the respondents feel career guidance is good and has an effect on their career re-entry.

**LIMITATIONS OF THE STUDY:**

- Limited only to the women’s who have taken a career break.
- Time consuming.
- It cannot predict the future because every individual has a different prospective.
- There are a lot of chances of respondent biasness.

**FINDINGS:**

- The survey shows that majority of respondents have a work experience of 1-2 years before their re-entry.
- From the survey conducted, 66% of the respondents took a career break of 0-2 years.
- It is observed that, 39% of the respondents took a break due to seeking new opportunities and challenges.
- The survey shows that 42% of the respondents re-entered their career because of financial reasons.
- From the analysis it can be understood that 45% of the respondents faced a challenge of lack of career awareness while looking for career re-entry.
- From the survey conducted it is observed that the majority of the respondents feel that career guidance has helped them in knowing the insight about future job opportunities.

- The study shows that 83% of the respondents agree that career guidance has an impact on their career progress after career re-entry.
- From the survey conducted, it can be analyzed that majority of the respondents agree that career guidance program has helped them in career re-entry.

### **SUGGESTIONS:**

- In order to strengthen the women in their career, female literacy has to be promoted.
- Career guidance program can set up industry linkages to the women returners.
- Organizations should come up with various strategies to attract women on break to re-start their career.
- The re-entry women should be recognized and motivated for their contribution to the organization
- The re-entry women should recognize responsibility for managing their career and maintaining employability.

### **CONCLUSION:**

The career re-entry of women has been a major topic of concern to researchers since the last century. It has been noted that the career re-entry of women has been showing signals of becoming more complex due to lack of proper measures and support to cope-up with. As career pattern continue to evolve, the ability to adapt and change can be crucial to individual career success as well as to the organizational performance. The survey shows that in the case of women professionals, many put their careers on hold during family formation stage or to find new opportunities and challenges in their career. But only certain women professionals continue to pursue their career after break either because of the financial reasons or because of their passion towards the job by doing further training and career development programs such as career guidance to update their existing skills and to gain more advanced knowledge in the field which might enhance their career prospects after their re-entry as the individual efforts and proactive strategies provide more opportunities for advancement and career growth rather than organizational support, hence it proves that presence of contest mobility such as professional ambition, need for personal growth, need for power is important in their career re-entry.

The career re re-entry of women is now moving towards a situation where there may be a perfect or ideal demand and supply for women returners in the labor market. As the companies also have a lot

of strategies/ initiatives to attract talented women for re-entry, hence it shows that the women re-entry is positive and favorable.

This research was conducted with a prime objective to study the impact of career guidance on women resuming back their career. The study established that career guidance plays a very important role and has an effect on their career re-entry. The study results show that individuals who reflect more actively about their career goals and who have stronger approach towards career progress take up career guidance program to enhance their ability and skills.

Irrespective of the period of their break or other barriers they confront such as lack of confidence, lack of career awareness, redundancy of skills, lack of recent work experience., career guidance has helped the women returners in seeking opportunities and also to improve their skills, knowledge base and confidence which has made the women returners to strive for their desired goals thereby enhancing the chances of success in their career. And the survey shows that majority of women returners are satisfied with their current job post re-entry because of the impact of career guidance.

The career success of re-entry women professionals may be considered mainly an individual responsibility but organizations have much to gain by encouraging them and endow them with better career management strategies and practices such as career guidance to prepare the women returners for the better future. Thus, the organizations need to work on bringing about more awareness towards the same, in order to benefit high number of women returners in the society.

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