"IMPACT OF SELF-ESTEEM ON EMOTIONAL DISSONANCE (ED), EMOTIONAL EXHAUSTION (EE) IN IT INDUSTRY"

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Abstract

The aim of the study is to find impact of self esteem on emotional dissonance and emotional exhaustion in IT industry. In recent years, the IT industry in India has expanded rapidly, and it is now one of the fastest-growing service industries in the country. Emotional dissonance and Exhaustion are impacted by self esteem. Since this is the case, productivity among workers suffers. As a result, it influences both the employee's pleasure and the conventional measurements of success. Emotional dissonance and exhaustion may result in high staff turnover rates, absenteeism, anxiety when taking on additional duties, "missed deadlines, and a lack of devotion to the organisation." The reasons for discontent at work are not limited to those listed above. As a result, it is crucial to first consider how emotional dissonance and exhaustion affect by self esteem. The study included both quantitative and qualitative methods of analysis. It adopts a comprehensive, diversified strategy. Important elements in the research process include defining the study's aims and objectives as well as gathering and assessing participant data. Using SPSS 22.0, the statistical analysis for this study was carried out. I used statistical techniques including linear regression and percent-based methodologies.

Key-word: self-esteem, emotional dissonance, emotional exhaustion, IT industry

Introduction

IT professionals in the modern era have a lot on their plates. These individuals have been compelled to work longer hours and assume more responsibility inside the firm due to budget cuts and changes in IT implementation. Both the underlying technology and its innovative applications are becoming more complex, which affects IT professionals. As a result, businesses today look for employees that not only possess technical talents but also problem-solving and customer service skills. Increased degrees of weariness and burnout could be a result of these pressures. Among IT workers, work weariness, which is described as the exhaustion of one's emotional, mental, and physical resources, frequently results in lower job satisfaction, employee reluctance, and higher turnover. Additionally, IT professionals are expected to put in greater interpersonal effort at work. Business and interpersonal skills are crucial for IT professionals, as is well acknowledged. many parties involved, including IT managers, IT customers, and other IT experts. IT personnel must comprehend business operations and interact with organizational partners successfully. **(Rutner, 2007)** Emotional dissonance and exhaustion are major contributors to job unhappiness. Since this is the case, productivity among workers suffers. As a result, it influences both the employee's pleasure and the conventional measurements of success. Emotional dissonance and fatigue may result in high staff turnover rates, absenteeism, anxiety when taking on additional duties, "missed deadlines, and a lack of devotion to the organisation." **(Balamurugan & Divyabharathi, 2021)** Physical weariness is a direct result of stress, and stress in turn encourages and leads to emotional exhaustion (EE).It conveys a sense of having one's emotional resources exhausted due to one's job. It's a mental condition that manifests itself in the form of negative emotions and a general sense of emotional tiredness after prolonged exposure to high levels of emotional stress. **(Klusmann et al., 2021)**

Employees who experience emotional exhaustion as a part of stress, report feeling overworked, overextended, and overwhelmed.   The effects of emotional exhaustion on work performance and organizational effectiveness have been the subject of extensive investigation.   **(Parayitam et al., 2021)**

Self-worth has become a widely accepted idea. Many educational, therapeutic, medical, and other interventions have been based on the concept that having high self-esteem will lead to a variety of

positive outcomes and advantages. This essay critically assesses this presumption. Due to the interaction of self-esteem with other factors, its effects are challenging to measure. We value objective measures of success because many individuals who experience a healthy feeling of self-worth frequently overstate their accomplishments and favorable traits. High self-esteem individuals might display anything from modest self-awareness to narcissism, self-defense, and hubris. Objective measures refute the statements made by self-confident persons that they are more liked, beautiful, and popular than people with lower self-esteem. Although first endearing, narcissists eventually alienate others.   There is no proof that a person's sense of self-worth has an impact on the caliber or persistence of their relationships. People with strong self-esteem are more inclined to speak up in groups and offer constructive criticism of the group's tactics.   Although self-assurance is not a requirement for leadership, it may promote development in other areas. People with a strong feeling of self-worth are more inclined to prioritize their own group over that of others, which can lead to prejudice and discrimination.

Self-esteem, whether strong or poor, does not directly cause aggressive conduct. Violence is fueled by narcissism as a coping technique for feelings of shame. While some research have discovered a link between low self-esteem and criminality and antisocial behavior, other studies have either been unable to find a link or have only identified a tiny impact of low self-esteem after controlling for other characteristics. When it comes to lying and bullying, those with the highest and lowest levels of self-esteem, respectively, fall into two different categories.

Contentment and high levels of self-esteem are closely related. Although studies haven't conclusively shown a connection between high self-esteem and greater happiness, we think the two are interrelated. In some circumstances, having poor self-esteem makes depression more likely to occur. While some research contends that a strong sense of one's own value aids in reducing the negative effects of stress, other research makes the opposite claim, contending that having a poor sense of one's own value is more harmful when things are going well. Others, however, hold that being content in any circumstance is a direct result of having a strong sense of self-worth. High self-esteem kids aren't any less likely to start smoking, drinking, using drugs, or having early sex. In fact, high self-esteem promotes experimentation and taking chances, which might result in earlier alcohol and sexual usage. However, bulimia is less common in women who have healthy

levels of self-esteem. The two key effects of having a healthy feeling of self-worth are enhanced initiative and happy emotions. **(Baumeister et al., 2003)**

Literature review

Self Esteem

When describing one's feelings about themselves, whether they are positive ("high self-esteem") or unfavorable ("low self-esteem"), the word "self-esteem" is employed. We feel positive about ourselves and the way other people perceive us when we have high self-esteem. Low self-esteem occurs when we judge our own abilities based on those of others, concluding that we fall short. Our impression of our own abilities and physical attractiveness, as well as the quality of our interpersonal relationships, are two key factors in determining how valuable we feel. Some people constantly appear to have a negative impression of themselves, while others always have a positive one. However, a person's perception of their own worth can change significantly throughout the course of a day, or even an hour. We're more likely to have a positive self-concept and a healthy dosage of self-esteem when we feel like we've accomplished something noteworthy, when we've accomplished something we think is valuable or vital, or when we've accomplished something we think is valued by others. When we fail, do something harmful, or experience neglect or criticism, when we lack self-esteem, it's because the unfavorable aspects of our self-concept are easier to access. **(Tafarodi & Swann Jr, 1995)**

(Cast & Burke, 2002) Although it has been proposed that self-esteem serves as an effect, a motivation, and a buffer, there is no universal explanation for it. In this essay, identity theory is put out as a theoretical framework for integrating various notions of self-worth. We suggest that the self-verification process that supports group dynamics and keeps members of it alive is both a byproduct of and a requirement for self-esteem. When people's role identities are supported, they feel more valuable and competent. Because of the self-esteem that is developed through self-verification, which acts as a buffer against the uncomfortable sensations that arise when self-verification is difficult, "interaction and continuity in structural arrangements are maintained during periods of disruption and change." Last but not least, the group is maintained because

individuals are motivated to establish and maintain relationships that authenticate identities since doing so fosters self-esteem.

(**Leary et al., 1995**)Many psychiatric illnesses have been linked to poor self-esteem. This article uses the socio-meter model of self-esteem to examine the relationships between low self-esteem and a variety of psychological disorders. A major tenet of this theory is that the negative actions we typically attribute to poor self-esteem are better understood as, perceived, or fictitious rejection. The literature on eating disorders, depression, self-harm, substance misuse, sexual irresponsibility, violence, and radicalization are discussed as they apply to this theory. The implications of this method for the therapy of specific mental disorders are also examined.

Emotional dissonance

Emotional dissonance is the term used to describe the disagreement between an individual's outwardly expressed emotions and their internal mental state. Emotional dissonance, according to research on role stress, is when a person's response falls short of the needed level of emotion for their position. Unrest has the potential to affect mental health in two different ways. Employees who follow management's directives could feel hypocritical for doing so, while those who resist may experience increasing pressure from above until they cave.

Emotional exhaustion and a loss of enthusiasm in one's work are its direct impacts in the one scientific investigation of emotional dissonance. Emotional dissonance has negative repercussions, but they are lessened by both negative affectivity and social support. The objective of this study was to apply these findings to other organizational elements and modifiers, such as self-monitoring behaviors and departure intention.(**Abraham, 1999**)

(**Yozgat et al., 2012**) study will carry out an extensive poll to find out how employees at Turkey's top retail companies are impacted by emotional dissonance, this study uses a theoretical model that conceptualizes emotional dissonance. Unfortunately, no research has been done in Turkey to examine how cognitive preconditions such emotional dissonance impact the mental health of those who have frequent customer interactions. Employee wellness (i.e., emotional exhaustion and job discontent) is found to be negatively impacted by emotional dissonance (surface acting), although

this relationship is moderated by "the importance of authenticity and self-efficacy in surface acting." Keeping workers happy and healthy is a key to success in the business world, and as such, it contributes significantly to the strategic management process. Management implications and where the field of study may go in the future are also highlighted.

(Tewksbury & Higgins, 2006) Negative findings have been found in research on the happiness of prison personnel. These studies draw attention to the connection between workplace stress and job dissatisfaction. Researchers have mainly disregarded the idea that emotional dissonance influences the level of pleasure experienced by jail guards. Using information from 211 participants, this study examine the impact of the correctional industry on the mental stability of inmates at two Kentucky prisons. Using structural equation modelling, researchers discovered that emotional dissonance occurs before occupational stress, which in turn influences attitudes towards managers and job satisfaction. The consequences for future research and policy are addressed.

"Emotional exhaustion"

Emotional exhaustion, which is characterized by a sense of having been emotionally overextended and having one's emotional resources depleted, is the defining feature of burnout. Burnout, according to Maslach et al., whose definition is the most often used, is a result of events that take place at work. Similar to this, the job-demand resources model suggests that employees become more emotionally exhausted due to pressures from their jobs and a lack of resources. **(Klusmann et al., 2021)**

Exhaustion of the emotions is another term for this condition (EE). Personal propensity or aptitude to feel mentally, emotionally, physically, and socially drained. If the individual is not experiencing any other significant difficulties, medical intervention is typically unnecessary. Almost often, a person will feel better if he or she relaxes or takes steps to alleviate the source of stress. Overstressed people are more likely to experience EE than those who are able to cope with their stress levels. As a result, this condition is often related to a person's emotional and psychological health, and it has the potential to affect their level of satisfaction and quality of life. **(Boekhorst et al., 2017)**

(Lewin & Sager, 2009) A persistent issue for industrial marketing companies is the high rate of salesperson turnover due to fatigue. This paper explores a gap in the marketing literature by investigating whether or not particular coping techniques mitigate the effects of job-related stresses on salesperson burnout.   This study looks especially at how role stress (ambiguity, conflict) affects emotional tiredness in the context of industrial sales, and Examine how effective problem-focused coping and emotion-focused coping are at reducing this impact.   Evidence suggests that problem-focused coping mechanisms help reduce the detrimental effects of role stress on salespeople's emotional weariness. Mixed results have been found regarding the moderating influence of emotion-focused coping, which calls for more investigation.

(Cropanzano et al., 2003) The writer looked into the ways in which emotional weariness may hurt both workers and their companies. The authors hypothesized, using social exchange theory, that burnout from emotional labour would be a predictor of productivity, two types of corporate citizenship behaviour, and intentions to leave one's current employer. Also, the authors proposed that organisational commitment might reduce the association between emotional exhaustion and beneficial work habits. Two field studies mostly supported the authors' theories. Yet, emotional fatigue had its own impact on these criterion elements independent of the influence of age, gender, and ethnicity.

"Research Methodology"

This section will discuss the methodology of the study, including its measurements, any ethical issues, data collection, and analysis. In the academic setting, research is an intellectual activity. According to researchers, the research process entails defining problems, coming up with hypotheses for "potential solutions, acquiring data, drawing conclusions, and testing those findings to see if they are supported by the hypothesis."

"Research Design"

Study designs help researchers choose the best methodology when presented with a variety of research topics and complicating elements. The research questions stated at the commencement of

the project can be used to establish an organized approach for collecting and analyzing data. The impact of self-esteem on emotional dissonance, emotional exhaustion among IT employees is investigated in this paper using a descriptive research approach. A descriptive research can be conducted using qualitative or quantitative methods. "Researchers used both quantitative and qualitative methods in this investigation." This strategy employs a hybrid strategy. As part of the research process, it is critical to define the study's objectives and collect and analyze participant data. The association between self-esteem and emotional tiredness, dissonance at work, and job embedding among healthcare professionals is investigated in this study.

"Research Approach"

The technique of a study is its most important aspect. The selection of an acceptable research strategy will be influenced by the objectives of the study into how self-esteem affects emotional exhaustion and emotional dissonance in the IT industry. The required data will be gathered using pre-made survey tools. In the survey, participants can choose to respond to closed-ended questionnaire.

"Sample and sampling technique"

A sample of the population was taken in order to make generalizations about the effect of self-esteem on ED and EE in the healthcare industry. "Probability sampling and non-probability sampling are the two primary subcategories of sampling techniques." The method of randomly choosing a subset of a population, in this case the hospital business, is referred to as "probability sampling". This approach makes fewer use of randomizations while selecting a sample group. The use of a sampling technique to achieve representative results was necessary for a qualitative investigation of the effect of self-esteem on emotional exhaustion and dissonance in the IT industry.

Sample size: 112 employees from IT industry.

Data Analysis

SPSS 22.0 was used to perform statistical analyses on the data acquired for this investigation. Utilizing statistical methods including analysis of variance and percentage-based approaches, the most important data were investigated. By applying percentage analysis, the study's most important aspects were made to stand out more prominently. Using percentages is an excellent approach to compare and examine data. Use this straightforward method of communication to connect with your target audience. An accurate image of the issue can be created once sufficient information has been acquired. For percentage analyses, graphs are an efficient visual help.

Tools for Data analysis

➢ Regression Analysis – Linear Regression test would be applied to find out the impact.

Objectives of the Study

- To study the impact of an employee's Self-esteem on Emotional Dissonance.

- To study the impact of an employee's Self-esteem on Emotional Exhaustion.

Research Hypothesis

H_0:　There is no significant impact of an employee's Self-esteem on Emotional Dissonance.

H_1:　There is significant impact of an employee's Self-esteem on Emotional Dissonance.

H_0:　There is no significant impact of an employee's Self-esteem on Emotional Exhaustion.

H_2:　There is significant impact of an employee's Self-esteem on Emotional Exhaustion.

Result

The result has been achieved in this section. An in-depth description of how the survey results were interpreted". "With the help of the graph, it provides in-depth analyses of the Frequency and Percentage table. Statistical evaluations were carried out using Linear Regression .

Table: 1 Age of the respondents

Age of the respondents		
	Frequency	Percent
Less than 30	53	47.3
31-40	27	24.1
41-50	16	14.3
More than 40	16	14.3
Total	112	100.0

The above table discusses the frequency and percentage of Age of the respondents. In less than 30 Years age group, Frequency is 53 and percentage is 47.3%. In 31-40 years age group, Frequency is 27 and percentage is 24.1%. In 41-50 years age group, Frequency is 16 and percentage is 14.3%. In more than 40 years age group, frequency is 16 and percentage is 14.3%.

Graph: 1 Graphical representation of Age of the respondents
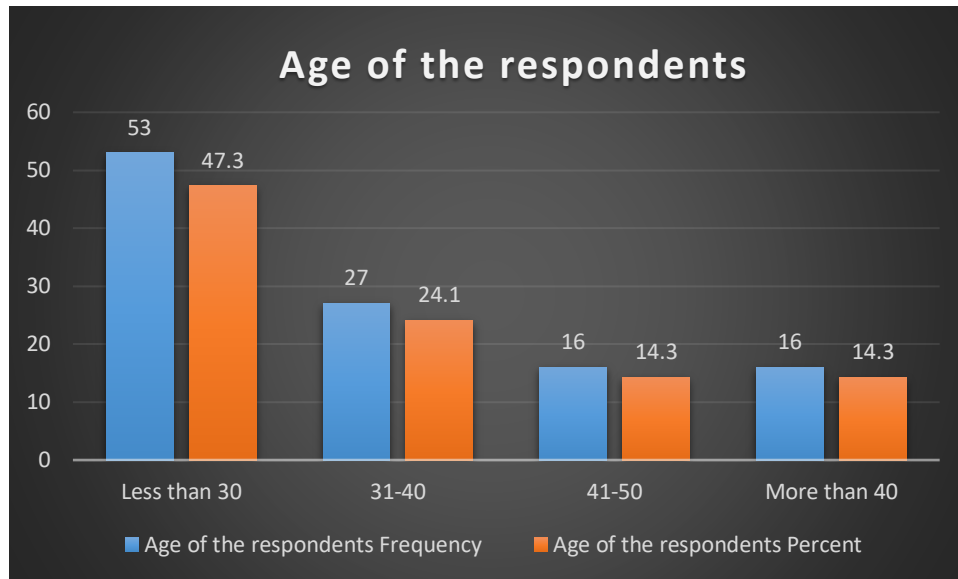
Table: 2 Gender of the respondents

Gender of the respondents		
	Frequency	Percent
Male	68	60.7
Female	44	39.3
Total	112	100.0

The above table discusses the frequency and percentage of Gender of the respondents. In Male group, Frequency is 68 and percentage is 60.7%. In Female group, frequency is 44 and percentage is 39.3%.

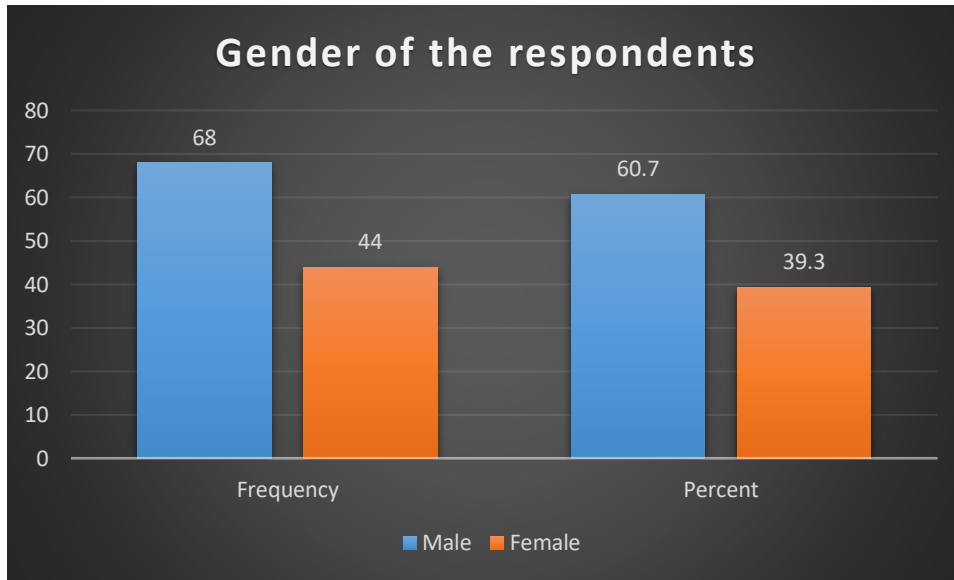**Graph:2 Graphical representation of Gender of the respondents**

Table: 3 Regressions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624ᵃ	.389	.384	5.01038
a. Predictors: (Constant), Self Esteem				

ANOVAᵃ					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1760.284	1	1760.284	70.120	.000ᵇ
	Residual	2761.430	110	25.104		
	Total	4521.714	111			
a. Dependent Variable: Emotional Dissonance					
b. Predictors: (Constant), Self Esteem					

Coefficientsᵃ					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	11.673	3.044		3.834	.000
	Self Esteem	.834	.100	.624	8.374	.000
a. Dependent Variable: Emotional Dissonance						

In a multiple regression analysis ANOVA comprises of estimations that give information about levels of variability inside a regression model and shape a foundation for test of significance. From the above table, it is clear that variables of the study are statistically significant. According to a regression analysis of Self-Esteem and Emotional Dissonance, Self-esteem influences Emotional Dissonance by 62%, with the remaining variance unexplained. As indicated by the R value (0.38), there is a significant impact of Self-esteem on Emotional Dissonance (F=70.120, sign. value = 0.00) according to Anova table. These values indicate that Self-Esteem has a significant effect on Emotional Dissonance. "variable in the above table of coefficients. B-coefficients are typically positive and significant. Since the dimensions of all indicators are identical, it is preferable to translate the B-coefficients rather than the beta coefficients. Significance value indicates "Self-Esteem has significant impact on Emotional Dissonance."

Table: 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489[a]	.239	.232	4.41881
a. Predictors: (Constant), Self Esteem				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	673.835	1	673.835	34.510	.000[b]
	Residual	2147.844	110	19.526		

	Total	2821.679	111			
a. Dependent Variable: Emotional Exhaustion						
b. Predictors: (Constant), Self Esteem						

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.972	2.685		4.086	.000
	Self Esteem	.516	.088	.489	5.875	.000
a. Dependent Variable: Emotional Exhaustion						

In a multiple regression analysis Anova comprises of estimations that give information about levels of variability inside a regression model and shape a foundation for test of significance. From the above table, it is clear that variables of the study are statistically significant. According to a regression analysis of Self-Esteem and Emotional Exhaustion, Self-esteem influences Emotional Exhaustion by 48%, with the remaining variance unexplained. As indicated by the R value (0.23), there is a significant impact of Self-esteem on Emotional Exhaustion (F=673.835, sign. value = 0.00) according to Anova table. These values indicate that Self-Esteem has a significant effect on Emotional Exhaustion. "Variable in the above table of coefficients. B-coefficients are typically positive and significant. Since the dimensions of all indicators are identical, it is preferable to translate the B-coefficients rather than the beta coefficients. Significance value indicates "Self-Esteem has significant impact on Emotional Exhaustion."

Conclusion

Study conducted to find impact of self esteem on emotional dissonance and emotional exhaustion in IT Industry for which researcher conducted a survey in an IT firm, where 112 respondents for our survey were collected. According to findings of the study, emotional exhaustion and emotional

dissonance are significantly impacted by self-esteem. So our alternative hypothesis H_1 and H_2 has been fulfilled.

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