

Empirical Study of Health Behaviors of Employees in Information Technology and Business Process Outsourcing

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Abstract : The purpose of this paper is to investigate the behaviors of information technology (IT) and business process outsourcing (BPO) employees in relation to diet, exercise, sleep, stress, and social habits. This was a qualitative research study, using in-depth, semi-structured interviews. Descriptive data were collected from a two-stage purposive sample of 28 IT-BPO employees from two IT companies and one BPOs in Pune. The majority of interviewees reported having an unhealthy diet and/or sedentary lifestyle. Lack of time due to demanding work schedules was the largest barrier to diet and exercise. Given the qualitative study design and limited sampling frame, results may not be generalizable. However, the qualitative data suggests that Pune's young IT-BPO employees may be at greater risk of lifestyle-related diseases than the general population. The data also suggests that interventions incorporating social influence may be a promising solution, particularly at international call centers. The results from this study provide qualitative insight on the motives for health behaviors of IT-BPO employees, as well as the barriers and facilitators for leading a healthy lifestyle in this industry. The findings provide the framework for future workplace wellness interventions.

Keywords : exercise, information technology, qualitative research, wellness

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