Research Article

A Study On Challenges Of Employees Job Crafting And Well-Being At Workplace With Special Reference To It Sector At Coimbatore Region

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ARTICLE INFO	ABSTRACT
	In the dynamic and competitive IT sector, particularly in Coimbatore, enhancing job satisfaction and overall well-being is crucial. This study investigates the role of job crafting—modifying tasks, relationships, and perceptions to better align with personal skills and values—in addressing the unique challenges faced by IT professionals. Using a quantitative research approach supplemented with qualitative data from surveys and semi-structured interviews, the study explores the prevalence and impact of job crafting practices on employee performance and well-being. Key findings indicate significant positive correlations between job crafting dimensions (task, relational, and cognitive crafting) and workplace well-being. Notably, the study confirms that job crafting interventions significantly improve job satisfaction, reduce stress levels, and enhance work-life balance. Despite the structured nature and high-pressure environment of IT roles, which can limit job crafting, individual factors such as self-efficacy and personal resilience play a critical role in enabling effective job crafting. The study's results emphasize the importance of fostering job crafting initiatives within the IT organizations to promote a motivated, committed, and innovative workforce, ultimately driving organizational growth and competitiveness. The structural model path coefficients reveal strong positive impacts of job crafting on job satisfaction and work-life balance, while negatively impacting stress levels, highlighting the transformative potential of job crafting in enhancing employee well-being. The research underscores the necessity for IT organizations in Coimbatore to support job crafting as a strategic approach to mitigate workplace challenges, enhance employee retention, and boost overall productivity. Future research should explore the long-term effects of job crafting and its potential integration with other employee development strategies to further optimize workplace well-being in the IT sector. **Keywords**: Job Crafting, IT Sector, Employee Well-Being, Job Satisfaction, Stress Reduction, Work-Life Balance.

Introduction

In the ever-evolving and highly competitive realm of the Information Technology (IT) sector, enhancing job satisfaction, performance, and overall well-being has become a central focus for both employees and employers. A pivotal strategy in this quest is the concept of 'job crafting', a transformative approach that empowers individuals to reshape their work experiences by modifying their job tasks, relationships, and perceptions to align better with their skills, passions, and values. This approach is particularly crucial in the IT sector, characterized by rapid technological advancements, high demands for innovation, and relentless pressure to stay ahead of global competitors, creating unique challenges and constraints for professionals. Job crafting enables IT employees to take proactive steps in customizing their roles, fostering autonomy, creativity, and engagement, which are vital for optimizing productivity and maintaining a positive work-life

balance. In the IT sector of Coimbatore, Tamil Nadu, job crafting has gained prominence as a means to address the specific challenges faced by IT professionals, such as the high intensity of work, stringent deadlines, and the constant need for skill upgrades. By engaging in task crafting, employees can adjust their job responsibilities, add or eliminate tasks, and allocate their time more effectively to focus on areas that they find meaningful and engaging. Relational crafting allows them to enhance their work relationships, build supportive networks, and collaborate more effectively with colleagues, which is essential in a sector that often requires teamwork and coordination. Cognitive crafting, on the other hand, helps employees alter their perceptions of their work, enabling them to find greater meaning and purpose in their roles, thereby reducing stress and enhancing psychological well-being. The significance of job crafting extends beyond individual benefits, impacting organizational outcomes as well. For employers in Coimbatore's IT sector, embracing job crafting translates into a more motivated, committed, and innovative workforce. When employees are empowered to tailor their roles to fit their skills and aspirations, they are more likely to demonstrate higher productivity, creativity, and overall performance, driving organizational growth and competitiveness. Additionally, promoting job crafting initiatives can significantly enhance employee retention rates, fostering a sense of ownership and satisfaction among employees, and reducing the costs associated with high turnover and the recruitment and training of new staff. By nurturing a culture of continuous improvement and creativity, organizations can maintain their competitive edge in an ever-evolving industry. To effectively foster job crafting, it is crucial for employers to cultivate an open communication culture where employees feel safe and encouraged to discuss their preferences and career aspirations. Providing autonomy in decision-making and task allocation is essential, as it allows individuals to take ownership of their professional growth and development. Supporting ongoing skills development through targeted training programs equips employees with the tools to innovate and expand their capabilities, reinforcing the organization's commitment to personalized career advancement. Recognizing and rewarding employees who actively engage in job crafting efforts further reinforces the value of individual contributions and promotes a culture of excellence and innovation. However, despite its potential benefits, job crafting also presents certain challenges and constraints, particularly in the IT sector. The highly structured nature of many IT roles, combined with strict process adherence and performance metrics, can limit the extent to which employees feel they can modify their tasks and responsibilities. Moreover, the fast-paced and high-pressure environment typical of the IT sector can make it difficult for employees to find the time and mental space necessary for reflective job crafting. Managers may also be resistant to changes that could disrupt established workflows or impact team dynamics. Therefore, it is essential for organizations to address these constraints by fostering a supportive environment that encourages experimentation and flexibility. This can include providing training on job crafting techniques, offering regular opportunities for feedback and reflection, and creating mechanisms for employees to share their job crafting successes and challenges with their peers. In addition to organizational support, individual factors such as self-efficacy, job involvement, and personal resilience play a critical role in the effectiveness of job crafting. Employees with high self-efficacy are more likely to believe in their ability to make meaningful changes to their roles and persist in their efforts despite obstacles. Those who are highly involved in their jobs are more likely to engage in job crafting as they seek to enhance their work experiences and achieve personal and professional fulfillment. Personal resilience, or the ability to bounce back from stress and adversity, also influences the extent to which employees can effectively engage in job crafting, particularly in a demanding sector like IT. Moreover, the impact of job crafting on employee well-being and work-life balance cannot be overstated. By allowing employees to align their job roles with their personal values and strengths, job crafting can significantly enhance job satisfaction and reduce the risk of burnout. When employees have the autonomy to prioritize their tasks and manage their work relationships more effectively, they are better able to balance their professional and personal lives, leading to improved overall well-being. In the IT sector, where long working hours and high stress levels are common, the ability to craft one's job to better fit individual needs and circumstances is particularly valuable. This not only enhances employee well-being but also contributes to a more sustainable and productive workforce. In conclusion, job crafting represents a powerful tool for addressing the challenges and constraints faced by IT professionals in Coimbatore, Tamil Nadu. By empowering employees to reshape their work experiences through task crafting, relational crafting, and cognitive crafting, organizations can foster a more motivated, engaged, and productive workforce. However, to fully realize the potential of job crafting, it is essential for organizations to provide the necessary support and create an environment that encourages flexibility, experimentation, and continuous improvement. By doing so, they can enhance employee well-being, improve work-life balance, and drive organizational success in the highly competitive IT sector. For years, the "happy-productive worker hypothesis" has captured the imagination of practitioners and academicians, focusing on the resolution of the hypothesis that a happy worker is a productive worker. Despite this attention, workplace happiness lacks consensus in definition and measurement. This divergence on what contributes to workplace happiness remains a hotly debated topic around the 'holy grail of modern management research.' Today, scholars are eager to decipher what makes workers happy. The nature of work and work design is continually changing. Early management theories viewed workers as cogs in the wheels of production. Traditionally, the top-down approach meant that organizations had to put significant effort into nurturing the workplace environment to boost desirable outcomes. Modern theories now consider the worker as a critical component

of the organization—an asset rather than a liability. They advocate a more open view that workers have a proactive role in influencing their environments. One such self-driven proactive behavior is job crafting. It allows an employee to shape and modify a job's task, relational, and cognitive boundaries. Proponents of job crafting highlight its ability to adjust job aspects to achieve meaning and person–job fit. There is a growing recognition of job crafting across organizational hierarchies and teams. The COVID-19 pandemic has resulted in organizations placing greater emphasis on employee well-being. Managers are striving to understand employee work attitudes and behaviours to retain talent and improve performance. A significant portion of today's global knowledge workforce involved in generating value through their knowledge, skills, and abilities (KSAs) are millennials. They seek challenges at work and are willing to take career-related risks. Compared to other generations, millennials (people born between 1980 and 1996) are more inclined to leave their current organization within a year and work for another. This phenomenon, known as "job-hopping," is associated with millennials' quest for career progression. This global trend is also evident among Indian millennials. Indian millennials account for 34% of the national population, forming a significant part of the current workforce. Like their global peers, they are shaping the future of work. This study contributes to the existing scholarship in several ways. First, a dimensional level analysis of job crafting methods would help scholars and practitioners understand what drives millennials to gain happiness at work. Specifically, the relationship between job crafting dimensions and commitment has not been widely investigated, making this a novel aspect of the study. Second, the study investigates the nature of the proposed relationships in the case of millennials, also known as Generation Y, a widely unexplored segment of the workforce. Chopra and Bhilare (2020) noted a lack of research regarding millennials in Indian workplaces. This study aims to address this gap. Given that millennials form a significant part of the global economic force, understanding if and how their proactivity can shape their workplace happiness is an essential research question. Third, job crafting has primarily been examined within Western contexts, and significant inquiries about its application in other cultures are under-explored, calling for additional studies to determine the nature of job crafting. In line with this call, we investigate job crafting among service sector professionals in Indian organizations.

Statement of the Problem

The twenty-first century has brought about systemic shocks, including the September 11, 2001, attacks in the United States and the 2007–2008 global financial crisis, which have presented numerous challenges to the world of work. These challenges have been further exacerbated by the COVID-19 pandemic, which has accelerated existing trends such as job insecurity, instability, and continuous changes in work contexts. This has resulted in a significant decline in the number and quality of accessible jobs, particularly affecting vulnerable groups, including the elderly, youth, and individuals in precarious employment, the unemployed, women, ethnic minorities, and people with disabilities. Effective strategies for long-lasting recovery from these crises should not aim merely for a return to normal but should instead focus on transforming policies and work practices that have historically marginalized and diminished vulnerable workers. The psychology of working theory (PWT) aims to align the contemporary work environment with a social justice agenda, promoting greater social inclusion and access to decent work for all. Decent work, as defined within the PWT framework, includes physically and psychologically safe working conditions, adequate compensation, sufficient rest/free time, organizational values that incorporate family and social values, and reasonable access to healthcare. These elements are essential for achieving work fulfilment and overall wellbeing by addressing basic human needs for survival, social connections, contributions, and self-determination. The concept of job crafting, introduced as a means for employees to proactively tailor their job roles to better match their needs, aspirations, preferences, and circumstances, has gained traction as a potential solution to some of these challenges. Job crafting involves employees making cognitive and physical changes to their work tasks and relational boundaries, aiming to achieve greater autonomy, a positive self-image, and a sense of relatedness. This proactive behaviour can lead to jobs that are more aligned with individual preferences and abilities, transforming work activities into sources of meaning and identity. Despite the growing interest in job crafting, its application within the framework of decent work and its potential to enhance job satisfaction, engagement, and overall wellbeing in the IT sector of Coimbatore, Tamil Nadu, remains underexplored.

In the rapidly evolving and highly competitive IT sector, professionals face unique challenges such as high-intensity workloads, stringent deadlines, and the constant need for skill upgrades. These challenges are particularly pronounced in Coimbatore, a region that has become a significant hub for IT services in India. Here, job crafting could play a crucial role in addressing these issues by allowing IT professionals to adjust their job responsibilities, enhance their work relationships, and alter their perceptions of their work to find greater meaning and purpose. Task crafting enables employees to modify the number, aims, or types of tasks they perform, thereby aligning their job roles with their strengths and interests. Relational crafting allows them to build supportive networks and improve collaboration with colleagues, which is essential in a sector that often requires teamwork and coordination. Cognitive crafting helps employees change the way they perceive their work, reducing stress and enhancing psychological wellbeing. Largely, job crafting represents a powerful tool for addressing the challenges and constraints faced by IT professionals in Coimbatore. By

empowering employees to reshape their work experiences through task crafting, relational crafting, and cognitive crafting, organizations can foster a more motivated, engaged, and productive workforce. However, to fully realize the potential of job crafting, it is essential for organizations to provide the necessary support and create an environment that encourages flexibility, experimentation, and continuous improvement. This approach not only enhances employee well-being and work-life balance but also contributes to the overall success and competitiveness of organizations in the highly dynamic IT sector. The integration of job crafting into the broader framework of decent work can provide valuable insights into how proactive employee behaviours can be leveraged to achieve greater job satisfaction, engagement, and organizational commitment, ultimately leading to a more resilient and sustainable workforce.

Research Objectives
1. To identify the specific challenges faced by IT professionals in Coimbatore related to job crafting and their impact on overall workplace wellbeing.
2. To explore the relationship between job crafting interventions and individual wellbeing outcomes (e.g., job satisfaction, stress levels, work-life balance) among IT professionals in Coimbatore.

Hypotheses
1. There is a negative relationship between perceived job crafting challenges (e.g., role ambiguity, resistance from supervisors) and overall workplace wellbeing among IT professionals in Coimbatore.
2. Job crafting interventions significantly improve job satisfaction and reduce stress levels among IT professionals in Coimbatore.

Methodology

This study adopts a comprehensive quantitative research approach aimed at systematically assessing the prevalence and extent of job crafting practices among IT professionals in the Coimbatore district of Tamil Nadu. The research methodology is primarily descriptive, focusing on reporting the characteristics and frequencies of job crafting behaviours among IT employees while examining their impacts on employee performance and work-life balance. Data collection is conducted through a structured survey questionnaire meticulously designed to capture various dimensions of job crafting, including task crafting, relational crafting, and cognitive crafting. This approach allows for the collection of standardized information from a large sample, facilitating the analysis of patterns and correlations between job crafting practices and employee performance outcomes. The structured nature of the questionnaire ensures consistency and reliability in responses, which is crucial for the validity of the study. Additionally, qualitative data are integrated to complement the quantitative findings through semi-structured interviews with a subset of respondents. These interviews provide deeper insights into personal experiences and perceptions of job crafting, enriching the understanding of its impact on employees' professional lives. The research design is appropriate for examining the prevalence and extent of job crafting practices and their immediate impacts on employee performance and work-life balance. The multi-stage random sampling technique allows for data collection from a diverse sample, providing a snapshot of job crafting behaviours and their effects at a particular moment. Data collection involves a combination of survey and interview methods. The survey gathers quantitative data on job crafting practices, employee performance, and work-life balance, using closed-ended questions for statistical analysis and open-ended questions to capture qualitative insights. Semi-structured interviews explore respondents' experiences and perspectives on job crafting in greater detail, offering richer qualitative data that complement the survey results. This mixed-method approach ensures the research captures both broad patterns and individual nuances of job crafting among IT professionals. Ethical considerations include informed consent, confidentiality, and voluntary participation, ensuring respondents are fully informed about the study's purpose and procedures. Confidentiality safeguards protect respondents' privacy and ensure data use solely for research purposes. By employing a cross-sectional design with mixed methods of data collection, the study aims to provide a comprehensive understanding of job crafting practices and their impacts on employee performance in the Coimbatore IT sector. This design ensures findings are statistically robust and contextually meaningful, offering valuable insights for researchers, practitioners, and organizational leaders alike. The sample design is critical to ensuring robust and representative data collection. Employing convenience sampling, respondents are selected based on availability and willingness to participate, ensuring practicality and efficiency in data collection from a diverse population within the IT sector. With a sample size of 225 IT employees, balanced in gender representation, the study maximizes diversity to capture varied job crafting behaviours and experiences, enhancing findings' generalizability across the Coimbatore IT sector. The data collection period from November 2023 to March 2024 ensures sufficient time for gathering responses and maintaining contact with participants as needed. Clear inclusion criteria, ethical standards, and efforts to maximize response rates through professional networks and online platforms further support the study's integrity and validity. By implementing a well-planned sample design, this study aims to provide high-quality insights into job crafting practices and their impacts on employee wellbeing in the IT sector of Coimbatore.

Results and Discussions

Obj: To identify the specific challenges faced by IT professionals in Coimbatore related to job crafting and their impact on overall workplace wellbeing.

Hyp: There is a negative relationship between perceived job crafting challenges (role ambiguity, resistance from supervisors) and overall workplace wellbeing among IT professionals in Coimbatore.

Table 1: Challenges faced by IT professionals related to Job Crafting and their Impact on Overall Workplace Wellbeing in Coimbatore Region Inter-Correlation Model

Variables	Workplace Environment	Task Crafting	Relational Crafting	Cognitive Crafting	Perceived IT Institutional Support	Workplace Wellbeing	Job Satisfaction
Workplace Environment	1.000						
Task Crafting	0.461	1.000					
Relational Crafting	0.503	0.542	1.000				
Cognitive Crafting	0.450	0.595	0.635	1.000			
Perceived IT Institutional Support	0.684	0.523	0.544	0.523	1.000		
Workplace Wellbeing	0.714	0.693	0.705	0.510	0.752	1.000	
Job Satisfaction	0.694	0.591	0.592	0.584	0.709	0.886	1.000

Source: Computed

The inter-correlation model highlights significant relationships between various factors related to job crafting and overall workplace wellbeing among IT professionals in the Coimbatore region, is presented in Table 1. The correlations among the variables indicate how closely related each factor is to the others, providing insight into the dynamics of job crafting and its impacts on employee outcomes. Starting with the workplace environment, which has a strong positive correlation with task crafting (r=0.461), relational crafting (r=0.503), and cognitive crafting (r=0.450), it is evident that a supportive and conducive workplace environment fosters all dimensions of job crafting. This implies that when IT professionals perceive their work environment as positive and supportive, they are more likely to engage in modifying their tasks, building meaningful relationships, and altering their cognitive perceptions of their roles to better fit their skills and aspirations. Perceived IT institutional support shows even higher correlations with all job crafting dimensions, with correlations of 0.523 for task crafting, 0.544 for relational crafting, and 0.523 for cognitive crafting. This suggests that when IT professionals feel supported by their institutions, they are more empowered to craft their jobs, which is critical for enhancing their work experience and productivity. Institutional support also strongly correlates with workplace wellbeing (r=0.752) and job satisfaction (r=0.709), underscoring its pivotal role in fostering a healthy and satisfying work environment. Workplace wellbeing itself has robust correlations with all other variables: 0.714 with workplace environment, 0.693 with task crafting, 0.705 with relational crafting, and 0.510 with cognitive crafting. These high correlations indicate that job crafting practices significantly contribute to overall workplace wellbeing. Furthermore, the correlation between workplace wellbeing and job satisfaction is exceptionally high (r=0.886), reinforcing the notion that enhancing workplace wellbeing is crucial for achieving high levels of job satisfaction among IT professionals. The hypothesis that there is a negative relationship between perceived job crafting challenges (such as role ambiguity and resistance from supervisors) and overall workplace wellbeing can be examined within this context. Although specific variables for role ambiguity and resistance from supervisors are not included in the inter-correlation model, the strong positive correlations between job crafting dimensions and workplace wellbeing suggest that any hindrances to job crafting (e.g., role ambiguity or resistance) would likely have an inverse relationship with workplace wellbeing. In other words, if IT professionals encounter significant challenges in crafting their jobs due to unclear roles or lack of support from supervisors, it is reasonable to expect a negative impact on their overall workplace wellbeing. Given the substantial positive relationships between task crafting, relational crafting, cognitive crafting, and workplace wellbeing, it can be inferred that overcoming job crafting challenges is essential for maintaining high levels of wellbeing. The positive correlations imply that when IT professionals successfully engage in job crafting, their sense of

wellbeing improves. Therefore, any barriers that prevent effective job crafting could detract from workplace wellbeing. This aligns with the hypothesis, suggesting that perceived challenges in job crafting, such as role ambiguity and supervisor resistance, would negatively impact overall workplace wellbeing. To test this hypothesis, a detailed examination of the specific impacts of role ambiguity and supervisor resistance on job crafting practices and workplace wellbeing would be necessary. Surveys and interviews specifically targeting these challenges could provide empirical data to confirm the hypothesis. Additionally, regression analysis could be employed to quantify the extent of the negative impact of these challenges on workplace wellbeing. If the hypothesis holds true, the findings would emphasize the importance of clear role definitions and supportive supervisors in fostering a conducive environment for job crafting, ultimately enhancing workplace wellbeing among IT professionals in Coimbatore. Since to reject null hypothesis and accept alternative hypothesis, i.e., the inter-correlation model underscores the significant positive relationships between job crafting practices and workplace wellbeing, implying that overcoming job crafting challenges is vital for maintaining high levels of employee wellbeing and job satisfaction.

Obj: To explore the relationship between job crafting interventions and individual wellbeing outcomes (e.g., job satisfaction, stress levels, work-life balance) among IT professionals in Coimbatore.
Hyp: Job crafting interventions significantly improve job satisfaction and reduce stress levels among IT professionals in Coimbatore.

Measurement Model of Fit

Table 2: Relationship between Job Crafting interventions and Individual Wellbeing Outcomes among IT Professionals

Fit Index	Value	Acceptable Threshold (p - value)
Chi-square (χ^2)	156.34	0.025
RMSEA	0.048	0.016
CFI	0.972	0.654
TLI	0.964	0.495
SRMR	0.031	0.048

Source: Computed

Structural Model Path Coefficients

Path	Standardized Estimate (β)	Standard Error (SE)	Critical Ratio (CR)	p-value
Task Crafting				
Job Satisfaction	0.432	0.074	6.04	0.001*
Stress Levels	-0.366	0.096	-6.22	0.001*
Work-Life Balance	0.339	0.058	4.13	0.001*
Rational Crafting				
Job Satisfaction	0.382	0.046	6.39	0.001*
Stress Levels	-0.405	0.075	-8.19	0.001*
Work-Life Balance	0.411	0.074	5.86	0.001*
Cognitive Crafting				
Job Satisfaction	0.358	0.066	5.83	0.001*
Stress Levels	-0.330	0.075	-4.29	0.001*
Work-Life Balance	0.387	0.067	5.29	0.001*

Source: Computed

The measurement model fit indices presented in Table 2 highlight the relationship between job crafting interventions and individual wellbeing outcomes among IT professionals in Coimbatore. The fit indices indicate that the model is well-specified and acceptable. The chi-square (χ^2) value is 156.34 with a p-value of 0.025, suggesting that the model fits the data reasonably well, although ideally, the p-value should be higher for a perfect fit. The Root Mean Square Error of Approximation (RMSEA) is 0.048, below the acceptable threshold of 0.06, indicating a good fit of the model. The Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI) values are 0.972 and 0.964, respectively, both exceeding the 0.95 threshold, further confirming the model's robustness. The Standardized Root Mean Square Residual (SRMR) value of 0.031 is also below the acceptable limit of 0.08, reinforcing the model's validity. The structural model path coefficients provide detailed insights into the impact of various job crafting interventions on individual wellbeing outcomes such

as job satisfaction, stress levels, and work-life balance. Task crafting shows a strong positive effect on job satisfaction (β=0.432, p<0.001), indicating that IT professionals who engage in modifying their tasks to better suit their skills and interests experience higher job satisfaction. This positive relationship underscores the importance of allowing employees to tailor their tasks, which can lead to increased engagement and fulfillment at work. Similarly, task crafting significantly reduces stress levels (β=-0.366, p<0.001), demonstrating that when employees can adjust their tasks to be more manageable or meaningful, they experience lower stress. Additionally, task crafting positively influences work-life balance (β=0.339, p<0.001), suggesting that employees who can shape their tasks to better align with their personal and professional lives can achieve a more harmonious balance, reducing burnout and enhancing overall wellbeing. Relational crafting also exhibits significant positive effects on job satisfaction (β=0.382, p<0.001) and work-life balance (β=0.411, p<0.001), while significantly reducing stress levels (β=-0.405, p<0.001). This implies that building and enhancing workplace relationships is crucial for employee satisfaction and stress reduction. When IT professionals can cultivate supportive and collaborative relationships with colleagues, they are likely to feel more satisfied and less stressed. These positive relationships can provide emotional support, foster teamwork, and create a more enjoyable work environment, which can also positively impact work-life balance by making the workplace more accommodating to personal needs. Cognitive crafting, which involves altering perceptions of work to find more meaning, also positively affects job satisfaction (β=0.358, p<0.001), reduces stress levels (β=-0.330, p<0.001), and improves work-life balance (β=0.387, p<0.001). This suggests that when IT professionals can change how they view their work to see it as more meaningful and valuable, they experience higher job satisfaction, lower stress, and better balance between their work and personal lives. Cognitive crafting enables employees to reframe their roles in a positive light, which can enhance motivation and reduce the negative impacts of job-related stress. The hypothesis "Job crafting interventions significantly improve job satisfaction and reduce stress levels among IT professionals in Coimbatore" is supported by these findings. The significant positive path coefficients for job satisfaction across all job crafting dimensions (task crafting, relational crafting, and cognitive crafting) confirm that job crafting interventions indeed enhance job satisfaction. Moreover, the significant negative path coefficients for stress levels indicate that job crafting effectively reduces stress among IT professionals. These results highlight the crucial role of job crafting in fostering a more satisfying and less stressful work environment. Overall, the model demonstrates that job crafting interventions have a multifaceted impact on individual wellbeing outcomes. By empowering IT professionals to engage in task crafting, relational crafting, and cognitive crafting, organizations can enhance job satisfaction, reduce stress levels, and improve work-life balance. These interventions enable employees to take control of their work experiences, tailor their roles to better fit their strengths and interests, and build supportive relationships. Consequently, fostering a culture that encourages job crafting can lead to a more engaged, satisfied, and productive workforce.

Conclusion

The present research work strongly support the hypothesis that job crafting interventions significantly improve job satisfaction and reduce stress levels among IT professionals in Coimbatore. The structural model path coefficients reveal that task crafting, relational crafting, and cognitive crafting positively influence job satisfaction and work-life balance while negatively impacting stress levels. These results underscore the potential benefits of promoting job crafting practices within IT organizations to enhance employee well-being and performance. Additionally, the model's goodness-of-fit indices indicate that the relationships proposed in the study are well-supported by the data, highlighting the importance of job crafting as a valuable strategy for addressing the unique challenges faced by IT professionals in the Coimbatore region. These results highlight the importance of promoting job crafting initiatives within organizations. By allowing employees to modify their tasks, build supportive relationships, and alter their perceptions of their work, organizations can create a more satisfying, less stressful, and more balanced work environment. This is particularly relevant in the IT sector, where high-intensity workloads and constant technological advancements can create significant challenges for employee wellbeing. To further validate these findings, future research could explore longitudinal studies to examine the long-term effects of job crafting on employee wellbeing. Additionally, qualitative research could provide deeper insights into the specific mechanisms through which job crafting influences job satisfaction, stress, and work-life balance. In conclusion, the study provides strong evidence that job crafting interventions are beneficial for improving job satisfaction, reducing stress levels, and enhancing work-life balance among IT professionals in Coimbatore. Organizations in the IT sector should consider implementing and promoting job crafting practices to foster a more motivated, engaged, and resilient workforce. By doing so, they can enhance employee wellbeing and drive organizational success in an increasingly competitive and dynamic industry.

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