

IMPACT OF TRAINING ON EMPLOYEE PERFORMANCE AT VEEKAY COMMUNICATIONS

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Abstract

Training focuses on doing activities today to develop employees for their current jobs and development is preparing employees for future roles and responsibilities. Both training and development plays a vital role which elevates creativity, decision making, and people management. It is adopted by the organizations to equip employees with knowledge and transforming them into resourceful personnel. This paper empirically focuses on training needs of employees and their impact on performance. Statistical tools such as averages and ANOVA have been adopted and the results have been presented accordingly.

Keywords: training, employee, organization, development, roles

Introduction

In most of the cases employees would be evaluated based on their qualifications in respective specialization, it is considered as one of the important criteria to analyze their capabilities through their marks sheets and the creative solutions they give when interviewed or during their interviews, and they are selected for being able to have sufficient knowledge, skill set, aptitude and positive attitude but since they do not possess hands on experience on the real time environment(in case of freshers) they must be trained to get acquainted with the organizational atmosphere, understanding peer group, their roles in the real time environment. This will not only help them to get an exposure of the organizational perspective but they tend to understand themselves their strengths and weaknesses and tries to elevate their intellectual capabilities and perform in innovative and transformative manner. As such training plays a crucial role in molding a raw being into a resourceful personnel. Training is not one time element it must be done on specific intervals for the employee to perform better and acquaint with the newer platforms, technology, people and understand their cultures and match with their organizational goals and simultaneously attain their personal goals also.

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Review of literature

Bowra et al. (2011) has found successful organizations tend to progressively know that there are volume of factors which contribute to performance of organization but human resource is definitely the most essential one.

Aguinis and Kraiger (2009) said that training improves the overall organization profitability, effectiveness, productivity, and revenue and other outcomes that are directly related to the training in improving the quality of services

ALDamoe et al. (2012) asserted that organization performance is measured through financial and non-financial measures like sale, profit, and market share and non-financial factors measures are efficiency, quality of service, productivity of organization, satisfaction of employees and commitment these factors can increase through training.

Olaniyanand Lucas (2008) supposed that training enhances the employees' capacity to contribute the optimal performance of the organization.

Muzaffar et al.(2012) pointed out that, to increase the employee's performance, it is crucial to inspire the employees by means of satisfying the space in between skills necessary and the owned or operated by means of staff through delivering applicable training.

Hypothesis

H₀: There is no significance impact of tenure on employee attitude towards the organization

Objectives of the study

1. To study the impact of training on employee performance
2. To study the training needs of employees

Methodology

Type of study: descriptive

Sources of Data; Both primary and secondary

Sampling unit: Veekay Communications

Sampling Area: Greater Hyderabad city limits

Sampling method: convenience sampling

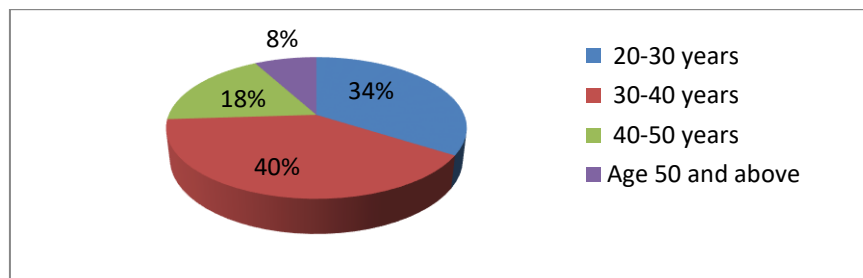
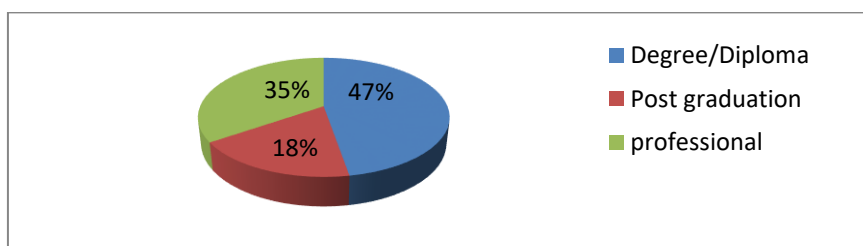
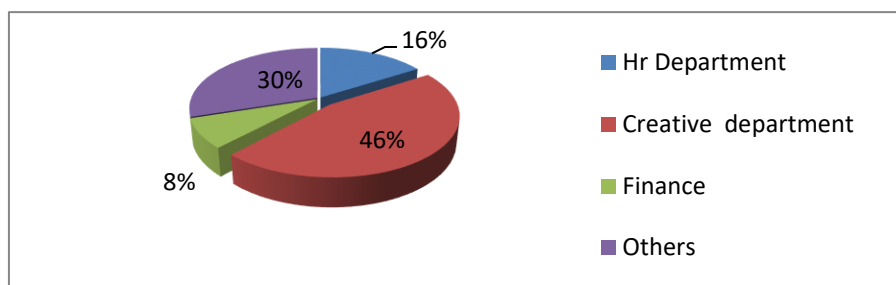
Sample Size: 50 respondents

Data analysis and interpretation

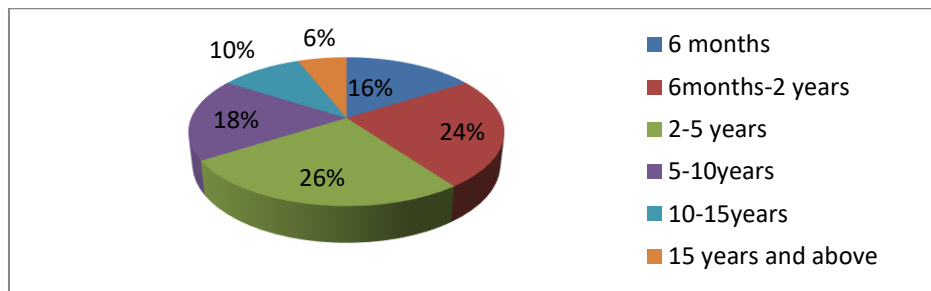
Table

Demographic Profiles			
		Frequency	Total %
	20-30 years	17	34

Age	30-40 years	20	40
	40-50 years	9	18
	50 and above	4	8
	Total	50	100.0
Education	Degree/Diploma	26	47
	Post graduation	10	18
	professional	19	35
	Total	50	100.0
Department	Hr Department	8	16
	Creative department	23	46
	Finance	4	8
	Others	15	30
	Total	50	100.0
Tenure	6 months	8	16
	6months-2 years	12	24
	2-5 years	13	26
	5-10years	9	18
	10-15years	5	10
	15 years and above	3	6
	Total	50	100.0

Age**Education****Department**

Tenure



Interpretation: On the basis of age 34% of the respondents are in the age group of 20-30 years, 40% are between 30 to 40 years and remaining 18% employees are in the age group of 40-50 years and 50 years and above are 8%.

With regard to Education 47% respondents are Degree/diploma holders 18% respondents are post graduates and remaining 35 % are professionals.

Out of 50 respondents 16 respondents HR department, 46 % interviewed are from creative department 8 % are from Finance department, and remaining 30% belongs to other departments.

Out of total sample of 50 respondents 16% are with the tenure of 6 months at Veekay communications, 24 % interviewed are having 6 months to 2 years, 26 % are having 2-5 years, 18% are with 5-10 years around 10% respondents are with 10-15 years tenure and remaining 6% employees have 15 years and above experience or tenure in the present organization.

Table: Employee attitude towards company, co-employees & Job before attending training program

	Very favourable	favourable	Unable to decide	unfavourable	Very unfavourable
Employee attitude towards company	8	7	23	12	0
Co-employees	4	22	11	11	2
Job itself	5	14	19	12	0

Source: from primary data

Interpretation

Table above indicates about employee attitude towards company, co-workers, and job itself before training. Out of 50 respondents/employees with regard to their attitude towards their organization 8 respondents said very favourable, 7 respondents mentioned as favorable, 23 respondents mentioned unable to decide, 12 respondents mentioned as unfavorable. out of 50 respondents/employees with regard to their attitude towards their co-employees 4 respondents said very favourable, 22 respondents mentioned as favorable, 11 respondents mentioned

unable to decide, 12 respondents mentioned as unfavorable and 2 respondents mentioned as very favorable. Out of 50 respondents/employees with regard to their attitude towards their job itself 5 respondents said very favourable, 14 respondents mentioned as favorable, 19 respondents mentioned unable to decide, 12 respondents mentioned as unfavorable.

Table : Employee attitude towards company, co-employees & Job after attending training program

	Very favourable	favourable	Unable to decide	unfavourable	Very unfavourable
Employee attitude towards company	14	26	8	2	0
Co-employees	10	32	6	2	0
Job itself	10	35	5	0	0

Interpretation: Table above indicates about employee attitude towards company, co-workers, and job itself before training. Out of 50 respondents/employees with regard to their attitude towards their organization 14 respondents said very favourable, 7 respondents mentioned as favorable, 23 respondents mentioned unable to decide, 12 respondents mentioned as unfavorable. out of 50 respondents/employees with regard to their attitude towards their co-employees 4 respondents said very favourable, 22 respondents mentioned as favorable, 11 respondents mentioned unable to decide, 12 respondents mentioned as unfavorable and 2 respondents mentioned as very favorable. out of 50 respondents/employees with regard to their attitude towards their job itself 5 respondents said very favourable, 14 respondents mentioned as favorable, 19 respondents mentioned unable to decide, 12 respondents mentioned as unfavorable.

Table : Cross Tab of Employee attitude towards company after training and tenure of the employee

Employee attitude/Tenure	Very favourable	favourable	Unable to decide	unfavourable	Very unfavourable	
6 months	2	5	1	0	0	8
6months-2 years	2	7	2	1	0	12
2-5 years	6	3	3	1	0	13
5-10years	1	6	2	0	0	9
10-15years	1	4	0	0	0	5
15 years and above	2	1	0	0	0	3
	14	26	8	2	0	

Source: Primary data

H₀: There is no significance impact of tenure on employee attitude towards the organization

ANOVA-Table

Anova: Two-Factor Without Replication				
SUMMARY	Count	Sum	Average	Variance
6 months	5	8	1.6	4.3
6months-2 years	5	12	2.4	7.3
2-5 years	5	13	2.6	5.3
5-10years	5	9	1.8	6.2
10-15years	5	5	1	3
15 years and above	5	3	0.6	0.8
Very favourable	6	14	2.333333	3.466667
Favourable	6	26	4.333333	4.666667
Unable to decide	6	8	1.333333	1.466667
unfavourable	6	2	0.333333	0.266667
Very unfavourable	6	0	0	0

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	15.06667	5	3.013333	1.758755	0.167387	2.71089
Columns	73.33333	4	18.33333	10.70039	8.39E-05	2.866081
Error	34.26667	20	1.713333			
Total	122.6667	29				

**The ANOVA Two-way to find whether there is any significant impact of
Tenure and employee attitude towards organization**

$\alpha = 0.05$

Accepted

H₁

Between Rows:

F calculated value=1.758755 (at Degree of Freedom 5, 20)

Table Value: 2.71089

Since F cal value is < than F table value

Accept

H₀

Between Columns:

F calculated value=10.70039 at Degree of Freedom (4, 20)

Table Value: 2.866081

Since F cal Value > Table Value

Accept H_1

Hence, it is found that there is a significant impact of tenure on employee attitude towards organization.

Conclusions

It indicates that they need training in order to get equip with the organization, their peer group and they getting adjusted with the organization in their true sense in order to perform competently.

It indicates from the study that the training program has enhanced their capabilities, skill set, and tolerance towards their cultures, organization atmosphere, and cohesiveness with peer group, imitativeness, accepting their job roles responsibilities and ultimately a positive attitude has been inculcated due to attaining training program.

References

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