

An Impact of Human Resource Development Practices on Technological Changes and Working Environment of Telecom Sector

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Abstract

Human Resource development Practices is the art of procuring, developing and maintain competent work force to achieve the goal of an organization in an effective & efficient manner. HRM plays a central role in creating organization and helping them survive. This research base study is focus on current challenges and prospects of Technological changes, working environment and its impact on HRD practices in Indian industry. This paper evaluated the relationship with the help of regression analysis.

Keywords: H.R.D. Practices, Technological Changes, Working Environment, Telecom Sector

INTRODUCTION

Human Resource Management is a process of bringing people & organization together so that the goals of each one are met. It tries to secure the best from people by winning their wholehearted cooperation. It is the art of procuring, developing and maintain competent work force to achieve the goal of an organization in an effective & efficient manner. HRM plays a central role in creating organization and helping them survive.

Human resource activities are expected to contribute to the survival and effectiveness of the organization. The primary goal of HRM as it is mentioned earlier is to ensure the availability of right people to the right job so as to achieve organizational goal most efficiently and effectively. A good HR practice is not only helping the organization itself but also help the society at large. The importance of HRM can be judged with the help of following points:

HRD believes that individuals in an Organization have ultimate potential for growth and development and their potential can be develop and multiplied through appropriate and systematic efforts. Given the opportunities and by providing the right type of climate in the organization, individual can be helped to full expression of their potential, contributing to the achievements of goal of the organization and thereby ensuring optimization of human resource. (1) Organization's point of view, (2) Individual point of view, (3) From society's point of view, (4) Industrial relation aspect & (5) Welfare aspect

Human Resource Development (HRD) is a subject gripping paramount significance at a national level, and it is much more of prodigious germaneness in a developing and the most populous country like India.

Over the years, organizations worldwide are becoming cognizant with the prominence of human resource. The real life experiences substantiate the assumptions that no matter how automated the activities of an organization may become, it is extremely challenging to manage it unless the human efforts are integrated with them.

India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone). Telephone Industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements such as digital telephone exchanges, mobile switching centers, media gateways and signaling gateways at the core, interconnected by a wide variety of transmission systems using fiber-optics or Microwave radio relay networks. The access network, which connects the subscriber to the core, is highly diversified with different copper-pair, optic-fiber and wireless technologies. DTH, a relatively new broadcasting technology has attained significant popularity in the Television segment. The introduction of private FM has given a fillip to the radio broadcasting in India. Telecommunication in India has greatly been supported by the INSAT system of the country, one of the largest domestic satellite systems in the world.

The Indian telecom network with 895.51 million telephone connections, including 864.72 million wireless telephone connections, at the end of December 2012 is second largest network in the world after China. Out of this, 338.59 million telephone connections are in rural areas and 556.92 million are in urban areas of the country. There were 24.01 million Internet subscribers including 14.68 million Broadband subscribers at the end of

September 2012. The number of Broadband subscribers increased to 14.98 million, end of December 2012.

Top 10 Telecom Companies in India 2012
With over 900 million wireless subscribers, India is one of the biggest markets in the telecom industry globally. From GSM, CDMA and even broadband subscribers, the overall penetration in India is nearly 75 percent. Here is a list of the top 10 Indian telecom companies based on their market share.

10. MTNL: Ownership: Publically-held by Government of India, Date of Establishment: 1st April 1986, Market Share: 0.6 percent

9. Videocon: Ownership: Privately held by Videocon Group, Date of Establishment: 7th April 2010, Market Share: 0.78 percent

8. Telenor (Old Uninor): Ownership: Privately-held by Unitech Group and Telenor Group Date of Establishment: 3rd December 2009, Market Share: 4.2 percent

7. Aircel: Ownership: Privately-held by Maxis Communications and Sindya Securities & Investments. Date of Establishment: 1999, Market Share: 6.90 percent

6. TATA Teleservices (DOCOMO): Ownership: Privately-held by the TATA Group, Date of Establishment: January 2005, Market Share: 9.20 percent

5. BSNL: Ownership Publically-held by Government of India, Date of Establishment: Incorporated on 15th September 2000, Market Share: 10.80 percent

4. Idea Cellular: Ownership-Privately-held by Aditya Birla group and others. Date of Establishment: 1995 Market Share: 11.90 percent

3. Vodafone: Ownership: Privately-held by Vodafone group, Date of Establishment: 1994 Market Share: 16.40 percent

2. Reliance Communications: Ownership: Privately-held by Reliance Group, Date of

Establishment: 2004, Market Share: 16.70 percent

1. Bharti Airtel: Ownership: Privately-held by Sunil Bharti Mittal, Date of Establishment: 7th July 1995, Market Share: 19.50 percent

REVIEW OF LITERATURE

Human Resources Development (HRD) as a theory is a framework for the expansion of human capital within an organization through the development of both the organization and the individual to achieve performance improvement” (Kelly: 2001). In the words of M.N. Khan “HRD is the process of increasing knowledge, skills, capabilities and positive work attitude and values of all people working at all levels in a business undertakings” (Khan:1987). According to Pareek, U: 1991, “HRD is a new systematic approach to proactively deal with issues, related to individual employees and teams, and organizations and HRD believes that individual in an organization have ultimate potential for growth & development & that their potential can be developed & multiplied through appropriate & systematic efforts. Everyone in the Organization will have to take self responsibility for growth & optimization of performance. In India, it Larsen and Toubro ltd was the first company to design and implement this concept in 1975 among the private sector companies with an objective of facilitating growth of employees, especially people at the lower levels. Among the public sector government company, it was BHEL which introduced this concept in 1980 (Rao: 2005). The development of human resources in UK and USA was largely voluntary. But in India, it emerged because of governmental interventions and compulsions. It focuses the developmental aspects of human resources

with a pragmatic and a flexible approach. The intended purpose of HRD efforts is to gain a competitive advantage in the market place through a superior workforce (Pattanayak: 2005). According to Sridhar (2012) The telecom manufacturing industry in India has still not reached a scale of operation in correspondence with the growth of the telecom services experienced in the country,

OBJECTIVES

- To establish a standardized measure to evaluate Human Resource Practices, technological changes and work environment in telecom sector.
- To find out the impact of Technological changes and work environment on Human Resource Development Practices in Telecom sector.
- To open new gateway for future researchers

METHODOLOGY

The primary data has been collected from self-administered questionnaire and interview methods. The respondents were contacted personally at their workplaces.

- (a) Target Population: The target population for the study is Bhopal region for finding

Impact of Technology changes & Working Environment on HRD Practices in Telecom Sector. For that purpose survey is conducted in various telecom companies in bhopal, broadly included 5 Telecom Companies, Which are Bharti Airtel, Reliance Communication, Idea Cellular, and Vodafone & BSNL Services.

- (b) Sample Size and Response Rate: Initially about 200 questionnaires were distributed in 5 different companies equally, out of which 150 were received back after discarding.
- (c) Tools for data analysis: The data collected for the purpose of research is hence analyzing using different test like reliability, validity, factor analysis, regression analysis, and T-test. Reliability was calculated through Cronbach's alpha and validity was assessed through different measured. Factor analysis was used to identify underlying dimension.
- (d) Secondary data Sources: News papers, Journals, Books, Reports, Internet etc.

DATA ANALYSIS & RESULTS

Reliability Analysis: Reliability tests of all the variables were carried out using SPSS software and the reliability tests measured

<i>Variables Name</i>	<i>Cronbachs Alpha Value</i>	<i>Guttman Value</i>	<i>Splitt-Half Value</i>	<i>No. of Item</i>
HRD Practices	0.789	0.699	0.749	10
Technological Changes	0.744	0.723	0.735	8
Working Environment	0.791	0.741	.0722	7
Test Results	Data was Highly Reliable			

NORMALITY ANALYSIS

<i>Variable Name</i>	<i>Kolmogorov-Smirnov Value (KS Value)</i>	<i>Shapiro-Wilk Value</i>	<i>Test Results</i>
Technological changes	.126	.051	Data was Normal
Work environment	.174	.043	Data was Normal
H.R.D. Practices	.047	.003	Data was Normal

REGRESSION ANALYSIS

<i>Independent Variable</i>	<i>Dependent Variable</i>	<i>R Value</i>	<i>R Square</i>	<i>F Value</i>	<i>T Value</i>	<i>Beta Value</i>	<i>Sig.</i>	<i>Status</i>
Technological changes	H.R.D. Practices	.684	.556	142.986	26.419	.684	.000	Null Rejected
work environment	H.R.D. Practices	.699	.513	148.279	32.493	.699	.000	Null rejected
Methods	Enter Method of regression was used							

INTERPRETATION

1. Linear Regression between Technological changes as independent variable and Human Resource Development Practices as dependent variable the F value i.e. 142.986 shows “goodness of fit” also called as coefficient of determination indicates the extent to which the lines fit the points. The R Square value i.e. 0.556 indicates here that the Technological changes contributing up to 55.6% towards Human Resource Development practices or it can be said that variance in Human Resource Development Practices is 55.6% explained by Technological Changes.
2. Linear Regression between Working Environment as independent variable and Human Resource Development Practices as dependent variable the value of F i.e. 148.279 has indicate goodness of fit. The R Square value i.e. 0.513 indicates that the working environment contributing up to 51.3% towards Human Resource Development practices or we can say that variance in Human Resource

Development Practices is 51.3% explained by working environment.

CONCLUSION

In the present changing scenario Human resource development practices play very important role, for employee’s point of view as well as development of whole organization. The study in the project has lead to an understanding of the environment, encompasses, influences of different HRD practice, also impact of technological changes & working environment in the Telecom Sector. In Conclusion this study found a high percentage of respondents with both Technological changes & working environment with respect of HRD practices. This study also addresses the feeble impact between technological changes & working environment as independent variable for HRD as dependent variable, it might be because most of the respondent were having less work experience , hence they couldn’t understand the variables as we expected, also they were not aware about new technology, They want to adopt & outsource new technology

& want to globalized. Decision making authority, have to give more opportunities to their employees for personnel growth & development also threw recognition for good work done. This can be achieved throw widening their areas of responsibility larger delegation of authority, adequate feedback & incentives for good work.

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ANNEXURE

<i>Tests of Normality</i>						
	<i>Kolmogorov-Smirnova</i>			<i>Shapiro-Wilk</i>		
	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>
Technological changes	.147	148	.126*	.290	148	.051
Work environment	.167	148	.174	.289	148	.043
H.R.D. Practices	.147	148	.047	.290	148	.003

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

<i>Model Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
1	.684a	.556	.448	.86727145	1.946

a. Predictors: (Constant), Technological changes

b. Dependent Variable: REGR factor score H.R.D. Practices\

<i>ANOVA^a</i>						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	1155.773	1	1155.773	142.986	.000b
	Residual	14166.227	221	.752		
	Total	15322.000	222			

a. Dependent Variable: H.R.D. Practices

b. Predictors: (Constant), Technological changes

<i>Coefficients^a</i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>B</i>		<i>Std. Error</i>	<i>Beta</i>			
1	(Constant)	-2.920	.344		28.487	.000
	Technological changes	.036	.004	.684	26.419	.000

a. Dependent Variable: H.R.D. Practices

<i>Model Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
1	.699a	.513	.556	.86274693	1.434

a. Predictors: (Constant), Work Environment

b. Dependent Variable: H.R.D. Practices

<i>ANOVA^a</i>						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	1257.503	1	1257.503	148.279	.000b
	Residual	26164.497	221	.744		
	Total	27422.000	222			

a. Dependent Variable: H.R.D. Practices

b. Predictors: (Constant), Work Environment

<i>Coefficients^a</i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>B</i>		<i>Std. Error</i>	<i>Beta</i>			
1	(Constant)	2.965	.342		51.663	.000
	Work Environment	.037	.004	.699	32.493	.000

a. Dependent Variable: H.R.D. Practices