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A STUDY ON EFFECTIVENESS OF HRM PRACTICES ON CARRER GROWTH & DEVELOPMENT OF EMPLOYEES IN NOVELNET E-SOLUTIONS PRIVATE LIMITED

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ABSTRACT

The purpose of this research is to give a brief overview about career development because many organizations and employees find it challenging to develop an effective career development strategy. This research addresses career and career development definitions, career development components, process and strategies. It also addresses the career management model, finalizing with recommendations for organizations and employees and a conclusion. Human Resources plays a vital role in the development of an organization's lifecycle,fromitsformationtogrowthandthen to decline.Whenwerefer totheterm human resources, it encompasses the body of knowledge, skills, creative abilities, talent and aptitudes which is available in the population. In other words, human resource may be defined as "the set of individuals who make up the workforce of the organization, business sector or economy".HR Practices related to organization relates to the management and development of the personnel whowork it. HR Practicesinvolvevarious parametersundereachpractice followedby theorganization thatisacquisition,development,management,maintenance,integrationandcontrolof the human resources working in the organization.

INTRODUCTION

The practice called Human Resource Management (HRM) maybe said to be a result of thehuman relations movement of the early 20[th]century, when the business started to increase creation of business value by understanding and strategic management and applying its principles in the management of the workforce. A key strength for organizations to face the challenges facing the business today is to have effective and

competitive human resources. It can be said that sustainable development of a company could bank upon the effective management of human resources. The various programmers that have been developed in the area of HRM couldbeimplemented in ordertomeettheprojectedstaffingneedsoftheorganization and to enhance the capabilities of the employees in carryingout the various aspects of their jobsmore effectively.

Human Resource Management (HRM) can be said to be a new way ofthinking about how the people part of an organization should be managed at the workplace. In practical terms, Human Resource Management includes all aspects relating to the employer-employee relationship. HRM is directed to help support and manage the manpower and the associated processes of an organization and as such HRM is viewed as a core business function which is said to hold the key for the smooth functioning of an organization. Human resource management is described to define the planning, organizing, directing and controlling of the procurement, developmentofhumanresources inordertomeettheobjectivesoftheindividualsand the society. This definition shows us that human resource (HR) management is that aspect of management, which deals with the planning, organizing, directing and controlling aspects of the human resources function of the enterprise. Human ResourceManagement is thatbranchofmanagementwhich dealswithemployeesand focuses on those operational details concerned with the employer to employee and relationship of the employees with their employees and with the development of the individual and his output and functioningin the group.

REVIEWOFLITERATURE

Amaram (2005) observed that mental decision taken by employees to leave the organization and turnover is a psychological outcome of the intention to quit or to remain with the firm. Amaram noted that when the labor market are volatile, organizations make extra effort to retain their best employees and when there ishigh demand for talent in the labor market,retention strategies gain importance in order to enable the organization to survive a highly competitive market place. The author has identified the two types of cost, direct and indirect ofuncontrolled labor turnover, which,

if not taken into account and taken care of cancreate a huge loss for the organizations.

Hokanson et al. (2011) in their study, highlighted some of important characteristics like career opportunities within the company, the size of the company and its internal work climate etc. in an organization as well as theenvironmental variables like availability of alternative employment opportunities, the prevailingeconomic and market conditions, etc.which has a big effect on theturnover rates. A company's reputation also helps a lot in retaining the best employees of the organization.

Harold&AmitKumar (2011)intheirstudyof100employeesworkingin IndianIT companies investigated the organizations'career planning, performance and employee growth arrangements and investigated the matching of the individual aspirations for growth with the career planning done by the organization. the alignment between individual and organization's career planning. The researchers administered well developed questionnaire which were followed by personal interviews to collect data. The study finding were that career guidance, leadership roles, building of networks,development ofnew skills, taking up of special assignments and receivingproductive feedback from the superior officers played vital roles in determining the employee's careen path and also aids in building up the performance by the employee and his growth. The study noted that employees ability to seek information, introspecting on their past experience, opportunities to experiment in their new work roles, openly discussing their career interest with superiors and colleagues can play a role in careerplanning and performance ofthe employees and the study further discussed theresults and implications for Indian organizations.

Jyothi and Ravindran (2012) conducted a research study of the Software and Information Technology Enabled Services(ITeS) industry employees at Bangaloreand collected data through structured questionnaires instituted to 264 respondents.The study drew samples from respondents employed at various levels and across 13 different organizations (7 Software and 5 ITeS companies). Responses on the 7-point likertscalewereobtainedandthehypotheses tested usingmultipleregression analysis and

the study findings revealed that the employees employed in both the software and ITES sectors showed a moderate level of job satisfaction. Regression analysis done showed that HR practices had significant impact on job satisfaction. The study also confirmed that employees havingjob satisfaction tended to bemore commited to their work and organizations.The studyfindings made the researchers to conclude that the software and ITeS companies should take up andaddress the needs of their employees so that their motivation, satisfaction and commitment to the organization get enhanced and that employee turnover is also minimized.

Raychaudhuri & Farooqi (2013) conducted a study of the IT professionals and found that when the organizations provided opportunities for the employee to have flexible benefits and where the employees have the options to choose the benefits could help to retain the employees. The study suggested that HR department shouldbe solely responsible for the development of robust retention process and should design the retention policies and strategies taking into account the demographicdetails of all the IT professionals while formulating the strategies. The study results showed that this can help in better retention and could reduce the attrition of the employees. Because of the challenges posed by competitive business environment, organizations should adopt new initiatives and tryto retaintheir best employees. The study also suggested that organizations should constantly monitor and benchmarkwith the retention strategies used by the competitors in order to enable the organization to take proper steps to make and implement attractive retentionstrategies.

Kaya, Cigdem&Ceylan, Belgin. (2014) in their study had as the study objective to studythe impact of career development programs in organizations, and organizational commitment on employees' job satisfaction, and their role in increasing job satisfaction. The study was conducted as a survey of 204 samples taken from various industries. The study questionnaire had two sections with 43 questions and the responses about the employees attitudes were obtained using a 7-point Likert scale. The data collected was evaluated using SPSS statistical software programme and further interpreted. The study

results after analysis showed that career development programs and organizational commitment had a partial effect on employee's job satisfaction, organizational commitment affected job satisfaction directly and positively, and career development programs in organizations did not affect the level of employee's job satisfaction.

Younas Waqar et al. (2018) performed a study among the banking personnel in Pakistan and chose to explore the impact of training and development on employee performance. The study finding revealed that development activities undertaken with regard to employees can leadto better employee performance, and that training and development both increase the employee performance. The study concluded that organizationsspendspendresourcesandtimeontraininganddevelopmentactivitiesfor its employees for the organization to gain long term sustainablecompetitiveedge.

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

A study on effectiveness of hrm practices on career growth & development of employees in novelnet e-solutions private limited

SECONDARY OBJECTIVE:

1. Tostudytheprofileof the employeesselectedfor thestudy.
2. ToexploretheHumanResourceManagementdimensionspracticesincompany
3. TostudythelevelofCareer growthandDevelopmentmaintainedintheselected company
4. Toassessthedemographicvariables,influenceoverCareergrowthandDevelopment.
5. To identify the relationship between Human Resource Management dimensions and Career growth and Development in the company.

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the HRM practices on career growth & development of employees in novelnet e-

solutions private limited.

RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 160 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

Sample Design

Research Instrument

The researcher constructed a structured questionnaire for data collection.

Sample size is 120

AREAOFSTUDY

Human resource management was practiced by almost all the companies globally.o riginations need to retain their employees and maintain the human resourcestostaycompetitiveinthemarket.GrowthandDevelopmentplaysvitalrole in the Career of the employees and are achieved through the effectiveness of Human resource management.Human resource management in company is selected as the study area.

HYPOTHESIS:

TOOLS FOR ANALYSIS:

Percentage analysis

Research questions are always answered with a descriptive statistic: generally either

percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

PERCENTAGE ANALYSIS

i.   **Table: Table Indicating Age of the respondents**

S. No	AGE	RESPONDENTS	PERCENTAGE
1.	21-30	69	57.5%
2.	31-40	33	27.5%
3.	41-50	13	10.8%
4.	Above 50	5	4.2%
TOTAL		120	100.00
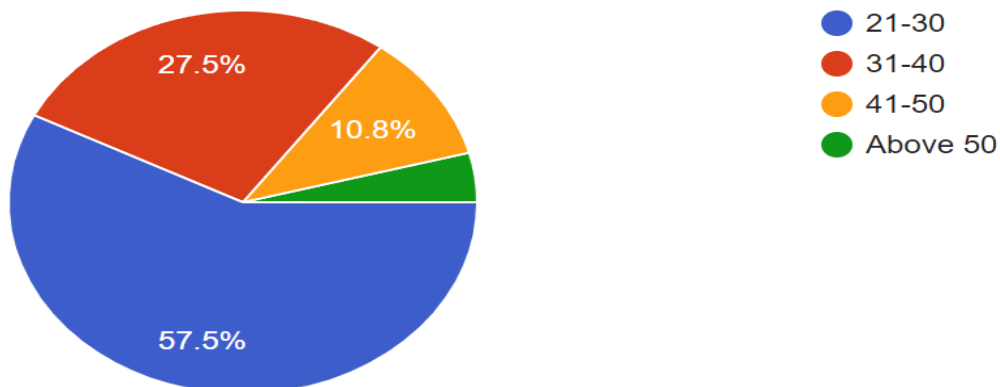
Interpretation

From the above table it is interpreted that the number of respondents between age group of 21-30 years are 69 (57.5%) between 31-40 age of respondents are 33 (27.5%)

Inference

Majority (57.5 %) of the respondents are age between 21 to 30 years.
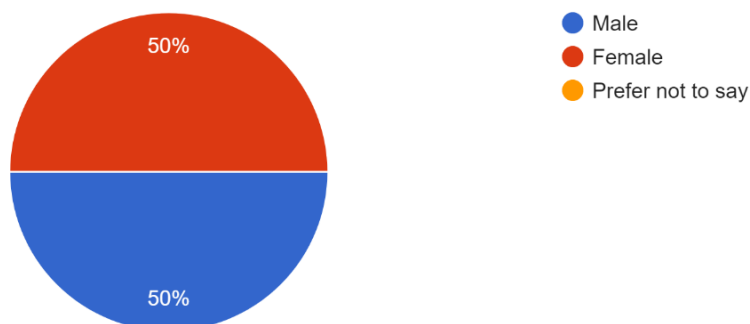
Table 4.2.2: Gender of the respondents

S NO	Gender	RESPONDENTS	PERCENTAGE
1.	Male	60	50%
2.	Female	60	50%
	Total	120	100.00

Chart 4.1.2: Gender of the respondents

Gender

120 responses

Interpretation

From the above table it is interpreted that the number of male respondents is 50% and female respondent is 50%

Inference

Male (50%) and Female (50%) respondents are Male

Table 4.1.3: Qualification of the respondents

S. No	PARTICULARS	RESPONDENTS	PERCENTAGE
1	HSC/SSLC	9	7.5%
2	DIPLOMA	15	12.5%
3	UG	69	57.5%

4	PG	278	22.5%
	Total	120	100

Chart 4.1.3: Qualification of the respondents

Qualification
120 responses
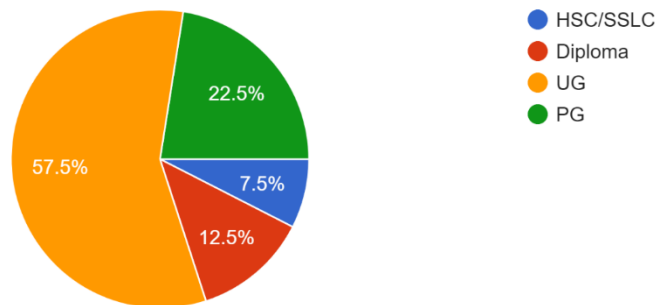
Interpretation

From the above table it is interpreted that the number of HSC/SSLC respondents is 7.5%, DIPLOMA is 12.5%, UG is 57.5% and PG is 22.5%

Inference

Majority (22.5%) of the respondents are UG

Table 4.1.4: Organization's attitude towards employee is appreciable
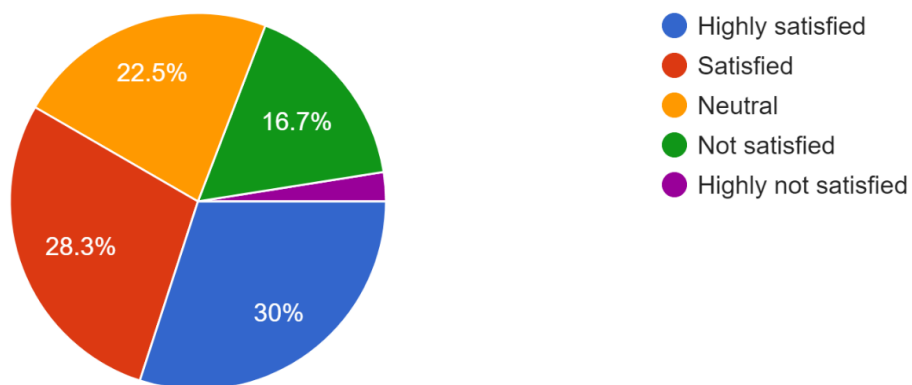
	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Highly satisfied	36	30%
2	Satisfied	34	28.3%
3	Neutral	27	22.5%
4	Not satisfied	20	16.7%
5	Highly not satisfied	3	2.5%

Total	120	100

Chart 4.1.4: Organization's attitude towards employee is appreciable

Interpretation

From the above table, 30% of the respondents are Highly satisfied with management reviews and 27% of the respondents are in neutral state.

Inference

Majority (30%) of the respondents are Highly satisfied.

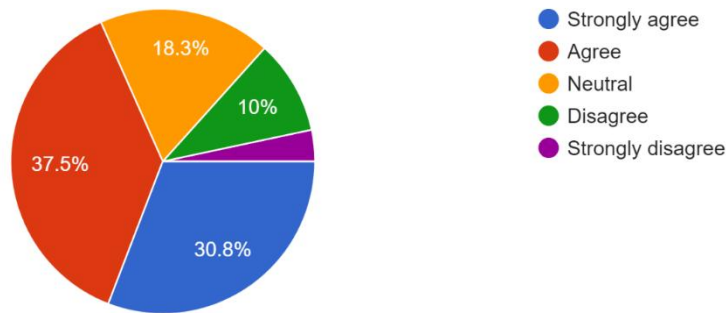**Table 4.1.5: Opportunities are always there to learn new skills from other job role**

S. No	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Strongly Agree	37	30.8%
2	Agree	45	37.5%
3	Neutral	22	18.3%
4	Disagree	12	10%
5	Strongly Disagree	4	3.3%

Total	120	100

Chart 4.1.7: Opportunities are always there to learn new skills from other job role

Interpretation

From the above table, 37.5% of the respondents are agreeing with management reviews and 22% of the respondents are in neutral state.

Inference

Majority (37.5%) of the respondents are agreeing.

STATISTICAL ANALYSIS

Hypothesis:

H0: There is no effect on experience of employees & scope for promotion in the organization

H1: There is significant relationship on experience of employees & scope for promotion in the organization

Descriptives

scopeforpromotion

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-1 years	27	2.33	1.271	.245	1.83	2.84	1	5
1-2 years	25	2.64	1.254	.251	2.12	3.16	1	5
2-3 years	32	2.50	1.218	.215	2.06	2.94	1	5
above 3 years	36	2.50	1.231	.205	2.08	2.92	1	5
Total	120	2.49	1.230	.112	2.27	2.71	1	5

ANOVA

scopeforpromotion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.232	3	.411	.266	.849
Within Groups	178.760	116	1.541		
Total	179.992	119			

Post Hoc Tests

Homogeneous Subsets

scopeforpromotion

Duncan[a,b]

experience	N	Subset for alpha = 0.05
		1
0-1 years	27	2.33
2-3 years	32	2.50
above 3 years	36	2.50
1-2 years	25	2.64
Sig.		.396

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 29.398.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

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CROSSTABS
  /TABLES=gender BY satisficationforpromotion
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT EXPECTED
  /COUNT ROUND CELL.
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Inference:

Since p value (0.849) is greater than significance value (0.05). Therefore, hypothesis H0 is not rejected, there is no significant relationship employees & scope for promotion in the

organization.

CORRELATION

Hypothesis:

H0: There is no effect on scope for employees & satisfaction of employees on promotion in the organization

H1: There is significant relationship on scope for employees & satisfaction of employees on promotion in the organization

Correlations

[DataSet0]

Correlations		scopeforprom otion	satisfactionon promotion
scopeforpromotion	Pearson Correlation	1	.180[*]
	Sig. (2-tailed)		.049
	N	120	120
satisfactiononpromotion	Pearson Correlation	.180[*]	1
	Sig. (2-tailed)	.049	
	N	120	120

*. Correlation is significant at the 0.05 level (2-tailed).

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ONEWAY scopeforpromotion BY experience
  /STATISTICS DESCRIPTIVES
  /MISSING ANALYSIS
  /POSTHOC=DUNCAN ALPHA(0.05).
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Inference:

Since p value (0.010) is lesser than significance value (0.05). Therefore, hypothesis H1 is rejected, there is significant relationship on scope for employees & satisfaction of employees

on promotion in the organization.

FINDINGS

- ❖ It was found that Majority (57.5 %) of the respondents are age between 21 to 30 years.
- ❖ It was found that Male (50%) and Female (50%) respondents are Male
- ❖ It was found that Majority (22.5%) of the respondents are UG
- ❖ It was found that Majority (55%) of the respondents are Single.
- ❖ It was found that Majority (30%) of the respondents are having experience between above 3 years.
- ❖ It was found that Majority (30%) of the respondents are Highly satisfied with the organization's attitude towards employee.
- ❖ It was found that Majority (37.5%) of the respondents are agreeing that Opportunities are always there to learn new skills from other job role.

CONCLUSION

The industry commitment to the nation's HR has been amazing. Thenumber of employees in companies in Chennai is found consistently expanding. The administration part and all the more so the division is intensely people driven and subsequently requires legitimate administration of its HR. The present study in such manner endeavors to comprehend the elements of human resource management anditseffectonCareergrowthanddevelopmentofemployees in companies.From this we conclude that the HRM practices like HR Planning, Recruitment, Selection, Performance appraisal, Training and Development, Peer relations, grievance handling and employee involvement in decision making etchas to contribute to the growth of the company.Better Recruitment and Selection or improved Work environment and Salary administration may also produce the same result at lesser cost with more steadiness's. To make the Human Resource Management practices in the association increasingly viable, it may be better if care is taken while choosing representatives to the association and steps are taken to give progressively compelling and legitimate preparing and advancement offices to the workers of the association.companies are putting forth

appealing pay packages, performance-based salary structure, better job satisfaction, career opportunities and challenging nature of jobs.Employees' motivationandretainingthetalentsintheorganizationarethemainchallengesfaced by the companies in Chennai. The general working conditions, a reasonable pay, professional development, training and development, participation in decision making process and motivation etc. are the important factors in attracting and retaining employees in the organization.Good HRM practices brings better overall environment in the Company which leads to Career growth and development of employee's companies in Chennai.

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