



EFFECTIVENESS OF TRAINING AND DEVELOPMENT IN IT SECTOR WITH REFERENCE TO COIMBATORE CITY – AN EMPIRICAL STUDY

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ABSTRACT

Training plays major role in the organization to reach the task. The training gives to the employees to understand the job and complete the work with confidence. The employer use to calculate the expenses in each stage. The training helps to develops more realistic understanding of the causes and effects in their job. Managers have lot of work like diagnosing problems, acquitting and interpreting data and testing alternative solutions. The training helps to de the above task effectively. The study conducted in Coimbatore city, 200 IT sector employees were taken for this study. The convenient sampling method used to collect the data. The structured questionnaire framed to collect the data from the samples. The percentage analysis and chi square tools were applied to test the data to check the hypothesis. The staff should be ready to attend the training which arrange by the companies, apart from that the staff should be ready to attend the off job training at outside with out expecting the monetary benefits. So the training programme are much use full to the employees and management.

KEY WORDS: Training and Development, IT Sector, Training programme, GDP and IT revenue.

INTRODUCTION

Training plays major role in the organization to reach the task. The training gives to the employees to understand the job and complete the work with confidence. The employer use to calculate the expenses in each stage. If they face any expenses it should be benefit to them. In the employees point of view training gives work nature and techniques to complete the task. The training increases the employees efficiency and effectiveness of employee and employer in the organization. Many factors influence the employee performance but the training influence more than other factors. Training increases the capabilities of the employees, the employees having changes to attend the training which arrange by the management. The experienced staff had more opportunity to attend the training. Training increase the both skills and competencies of the employees. The management calculate the return on investments in the particular unit or particular project, management spent huge money for the training. In this regard the employees could complete the task in the stipulated time. The ultimate benefit goes to the management to meet out the training expenses.

Training and development increase the employee performance to develop the organizations. Employee performance depends on many factors like job satisfaction, knowledge and management. Training inception the human being in different form to the society, it helps to pass different skills from one generation to another. The technological development is helping for effective training. These technological changes have added new dimensions to training and influenced the basic and advanced requirement for training. Employees need training to survive in their organization otherwise the management may send out.

The scope of training is shifted from technical skill based to knowledge and interpersonal skill covering a wide zone.

According to NASSCOM, the IT sectors contribution helped to increased the India's GDP from 1.2% in 1998 to 7.5% in 2012. The same aggregated revenue in US\$ 160 billion in 2017. India's population and skill helps to get job in IT companies, the result in getting more foreign exchange to the country and increase the GDP.

NEED OF TRAINING AND DEVELOPMENT

The training helps to develops more realistic understanding of the causes and effects in their job. Managers have lot of work like diagnosing problems, acquitting and interpreting data and testing alternative solutions. The training helps to de the above task effectively. Training develops more and more realistic understanding the causes and effects. The training helps the staff to develop and to become up to managers level.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- To present the socio economic factors of the sample respondents
- To find out the variables to measure the level of effectiveness of training and development.
- To present suggestions to the management.

SAMPLING AND TOOLS

The Coimbatore city is selected for this study, there are many IT companies situated in Coimbatore next to Chennai. Coimbatore is known as cotton city, Tripur depends Coimbatore to export the cotton. The researchers selected 200 IT employees, they adopted convenient sampling method. But the same time the researcher given importance to all the IT employees while go for data collection, because the sample represents the all employees. Simple percentage analysis used to present the socio economic factors of the sample respondents and used chi square test to find the factors that influencing impact of training and development.

Hypothesis

There socio economic factors do not significantly influence the level of effectiveness of training in IT Companies.

Analysis and Interpretations

The percentage analysis used to show the socio economic details of the sample respondents.

Table 1 : Gender of the respondents

Sl. No.	Gender	Number of Respondents	Percentage
1.	Male	84	42.00
2.	Female	116	58.00
	Total	200	100

Source : Primary data

The above table shows the gender of the respondents. Eighty four (42.00%) respondents are male and the remaining one hundred and sixteen (58.00%) respondents are female. Majority of the respondents are female.

Table 2 : Age group of the respondents

Sl. No.	Age Group	Number of Respondents	Percentage
1.	Up to 30 years	108	54.00
2.	31 to 45 years	40	20.00
3.	Above 45 years	52	26.00
		200	100

Source : Primary data

The above table shows the age group of the respondents. One hundred and eight (54.00%) respondents are come under the age group of up to 30 years. Forty (20.00%) respondents are come under the age group of 31 years to 45 years and the remaining fifty two (26.00%) respondents are come under the age group of above 45 years. Majority of the respondents are come under the age group of up to 30 years.

Table 3: Marital status of the respondents

Sl. No.	Marital status	Number of Respondents	Percentage
1.	Married	108	54.00
2.	Unmarried	92	46.00
	Total	200	100

Source : Primary data

The above table shows the marital status of the respondents. There is no much difference between the married and unmarried, nearly both married and unmarried are equally working in IT companies. As per this study, one hundred and eight (54.00%) respondents are married and the remaining ninety two (46.00%) respondents are unmarried. Majority of the respondents are married.

Table 4 : Educational qualification of the respondents

Sl. No.	Educational qualification	Number of Respondents	Percentage
1.	Under Graduate	86	43.00
2.	Post Graduate & other courses	114	57.00
	Total	200	100

Source : Primary data

The above table shows the educational qualification of the respondents. Eight six (43.00%) respondents are completed under graduate and the remaining one hundred and fourteen (57.00%) respondents are completed post graduate and other courses. Majority of the respondents are completed post graduate and other courses.

Table 5: Family Type of the respondents

Sl. No.	Family Type	Number of Respondents	Percentage
1.	Joint Family	81	40.50
2.	Nuclear	119	59.50
	Total	200	100

Source : Primary data

The above table shows the family type of the respondents. Eighty one (40.50%) respondents are joint family and the remaining one hundred and nineteen (59.50%) respondents are nuclear family. Majority of the respondents are nuclear family.

Table 6 : Family Size of the respondents

Sl. No.	Family Size	Number of Respondents	Percentage
1.	Up to 3 members	106	53.00
2.	Above 3 members	94	47.00
	Total	200	100

Source : Primary data

The above table shows the family size of the respondents. one hundred and six (53.00%) respondents family members are up to 3 and the remaining ninety four (47.00%) respondents family members are above 3 members. Majority of the respondents family members are up to 3.

Table 7 : Family monthly income of the respondents

Sl. No.	Family monthly income	Number of Respondents	Percentage
1.	Up to Rs.40,000	72	36.00
2.	Above Rs. 40,000	128	64.00
	Total	200	100

Source : Primary data

The above table shows the family monthly income of the respondents. Seventy two (36.00%) respondents family monthly income is up to Rs. 40,000 and the remaining one hundred and twenty eight (64.00%) respondents family monthly income is above Rs. 40,000. Majority of the respondents family monthly income is above Rs. 40,000.

Table 8 : Years of experience of the respondents

Sl. No.	Years of experience	Number of Respondents	Percentage
1.	Less than 5 years	54	27.00
2.	6 to 10 years	107	53.50
3.	Above 10 years	39	19.50
	Total	200	100

Source : Primary data

The above table shows the years of experience in the same companies of the respondents. Fifty four (27.00%) respondents are working in the same company in the past five years. One hundred and seven (53.50%) respondents are working in the same company between 6 and 10 years and the remaining thirty nine (19.50%) respondents are working in the same company above 10 years. Majority of the respondents are working in the same company between 6 and 10 years.

Level of effectiveness of Training

The researcher has framed eight variables to measure the level of effectiveness of training through previous studies. The researcher used five point likert scale to measure the level of effectiveness of training. The mean and SD were calculated to find the level of effectiveness of training. The following table shows the level of effectiveness of training.

Table 9 : Level of effectiveness of training

Level of Effectiveness of Training	Number of respondents	Percentage
Low	34	17.00
Medium	104	52.00
High	62	31.00

Total	200	100
Mean : 24.542 ; SD : 1.667 ; Minimum : 11.392 ; Maximum : 36.295		

Source : Computer data

Thirty four (17.00%) respondents are felt low level of effectiveness of training in their companies. One hundred and four (52.00%) respondents are felt medium level of effectiveness of training and the remaining sixty two (31.00%) respondents are felt high level of effectiveness of training. Majority of the respondents are felt medium level of effectiveness of training.

Two way tables

Majority (55 respondents) of the female respondents felt medium level of effectiveness of training among male and female respondents. Majority (72 respondents) of the respondents those are up to 30 years old employees felt medium level of effectiveness of training among the age group of the respondents. Majority (46 respondents) of the married respondents felt high level of effectiveness of training among the married and unmarried respondents. Majority (61 respondents) of the respondents who completed post graduate and other courses are felt medium level of effectiveness of training among the educational qualification.

Table 10 :Two way table

Variable	Category	Level of Effectiveness of Training			Number of respondents
		Low	Medium	High	
Gender	Male	11	49	24	84
	Female	23	55	38	116
Age group	Up to 30 years	11	72	25	108
	31 to 45 years	13	18	9	40
	Above 45 years	10	14	28	52
Marital status	Married	19	43	46	108
	Unmarried	15	61	16	92
Educational qualification	Under Graduate	8	43	35	86
	Post Graduate & other courses	26	61	27	114
Family Type	Joint Family	11	55	15	81
	Nuclear	23	49	47	119
Family size	Up to 3 members	26	68	12	106
	Above 3 members	8	36	50	94
Family monthly income	Up to Rs.40,000	8	28	36	72
	Above Rs. 40,000	26	76	26	128
Years of Experience	Less than 5 years	8	32	14	54
	6 to 10 years	16	58	33	107
	Above 10 years	10	14	15	39
Total		34	104	62	200

Source : Computed data

The above two way table shows the level of effectiveness of training in the IT companies. Majority (55) of the respondents those are living in joint family felt medium level of effectiveness of training among family type. Majority (68 respondents) of the respondents felt medium level of effectiveness of training among family size. Majority (76 respondents) of the respondents felt medium level of effectiveness of

training among the family monthly income. Majority (58 respondents) of the respondents felt medium level of effectiveness of training among the years of experiences.

Chi Square test

The chi square test employed to find whether the socio economic factors are influence the level of effectiveness of training programmes organized by IT companies. The above two way table used to present the level of effectiveness of training programme. The chi square value and P – value were calculated used SPSS. P - value were taken to compare with standard p – value at 5% significant level. finally the result compared with hypothesis to check whether with socio economic factors influence the level of effectiveness of training programme.

Table 11 : Chi square test result

Sl. No.	Variables	Chi square	DF	P - Value	Result
1	Gender	2.692	2	0.260	NS
2	Age group	31.724	4	0.001	S
3	Marital status	16.901	2	0.001	S
4	Educational qualification	9.952	2	0.007	S
5	Family Type	14.397	2	0.001	S
6	Family size	42.097	2	0.001	S
7	Family monthly income	19.115	2	0.001	S
8	Years of Experience	5.870	4	0.209	NS

Source : Computer data

The above table shows the chi square test result. The p value is calculated to check the hypothesis of this study. The p value of gender (0.260) and years of experience (0.209) in the company is above 0.05, the gender and years of experience do not significantly influence the level of effectiveness of training. So, the null hypothesis is accepted at 5% significant level. The age group (0.001), marital status (0.001), educational qualification (0.007), family type (0.001), family size (0.001) and family monthly income (0.001) are significantly influence the level of effectiveness of training. So the null hypothesis is rejected at 5% significant level.

FINDINGS

1. Majority (58.00%) of the respondents are female.
2. Majority (54.00%) of the respondents are come under the age group of up to 30 years.
3. Majority (54.00%) of the respondents are married.
4. Majority (57.00%) of the respondents are completed post graduate and other courses.
5. Majority (59.50%) of the respondents are nuclear family.
6. Majority (53.00%) of the respondents family members are up to 3.
7. Majority (64.00%) of the respondents family monthly income is above Rs. 40,000.
8. Majority (53.50%) of the respondents are working in the same company between 6 and 10 years.
9. The p value of gender (0.260) and years of experience (0.209) in the company is above 0.05, the gender and years of experience do not significantly influence the level of effectiveness of training. So, the null hypothesis is accepted at 5% significant level.
10. The age group (0.001), marital status (0.001), educational qualification (0.007), family type (0.001), family size (0.001) and family monthly income (0.001) are significantly influence the level of effectiveness of training. So the null hypothesis is rejected at 5% significant level.

SUGGESTIONS

The training programs are organized by the companies to equip the staff to work effectively to reach the target. The same time the training helps the staff to move next level with the skills. The following are the suggestion given by the researcher to the IT companies and staff.

- The training programme should conduct separately to the staff, because staff are attending the training programmes repeatedly.
- The companies should identified the slow learners and poor staff to give additional training or special training.
- The staff should give right feed back of the training, it will help the companies to arrange further training.
- The staff should identify their strength and weakness and the same should pass to the companies to arrange training.

CONCLUSION

The study conducted in Coimbatore city to measure the effectiveness of training and development of IT sector employees. The study concluded that the training are play an important role in both the company's revenue generation and staff skill development. The companies aim is to generation income through the project and the staff aim is to develop the skill and abilities, and move to next level and get more salary. The training programme are fulfill both the requirements. The staff should be ready to attend the training which arrange by the companies, apart from that the staff should be ready to attend the off job training at outside with out expecting the monetary benefits. So the training programme are much use full to the employees and management.

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