

A Study on Effectiveness of Training with reference to Service Sector

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Abstract

Training effectiveness with Service Sector is a vital aspect of the expansion of expertise of workers. The objective of this study is to explore training effectiveness. This may mean exchange what employees realize, how they do their jobs, or their viewpoint toward their post, workmate, managers, and the organization. To remain in the era of globalisation, organizations require to endlessly evolve the knowledge, skill and ability of their personnel all over the year, the organization pay out an enormous sum of money for the reason of training and development of the human capital. But the critical stage is effectiveness. This study is about the employees reaction regarding the effectiveness of training in Service Sector Industry. Hence, applicable and proper policies and procedures can be arrived and executed for an effective management.

Keywords: Training and Development, Training, Effectiveness of training

1.Introduction

Employee training is plans that help out employees grasp specified knowledge or skills to enhance performance in their on-going title roles. Employee growth is more extensive and pivoted on employee development and upcoming performance, rather than an instant job role. Organizational growth also should be estimated with the growth of an individual.

Training is meant at humanizing the actions and concert of a person. According to Edwin “Training is the act of increasing the knowledge and skills of an employee for doing a particular job”. Training signifies to the teaching or learning activities done for the prime cause of serving members of the organization to earn and seek the knowledge skills, abilities, and attitude required by the organization to obtain and put in the same. Predominantly expressing training is the measure of expanding the knowledge and skill of an employee for doing a specific job.

2.Need for training

The need for training is clear from the following observations:

- ·To enlarge productivity: Directions can help employees to expand their level or performance which directly tends to increase productivity which in turn reflects on company profit as well as individual growth.
- ·To upgrade quality: More enlightened worker is less expected to form operational blunders. Rise in quality may be in reference to an organization product or service or in reference to the non-physical organizational employment ambience.
- ·Probability of promotion: Employees obtain skills and efficiency in the course of training. They turn out more qualified for promotion. They shift as a fortune for the organization.
- ·Errors could be reduced: When the workers do not have proper knowledge and skills for carrying out a specific job, then mistakes will happen. When the employee is trained well, he becomes increasingly seasoned and thereby there is fewer prospect of carrying out accidents in job.

3.Objectives

- To study about the effectiveness of training in service sector
- To find out the most preferred factors regarding work
- To find out whether there is a significant relationship between age of the respondents and satisfaction level towards training program

4.Review of literature

Raymond A. Noe, Neal Schmitt (1986) done a study to examine the exploratory model which explains about the impact on employment of trainee and job viewpoint on end result of training. It revealed that how training reflects in the behaviour of a person and also the advancement in work related tasks. The impact of trainee traits on training effectiveness insists on the extent of capability to know about the content of the program. Small amount of recognition on training effectiveness have been received because of the motivation and environmental influences.

Shiv Kumar Singh and Subhash Banerjee (2000), conducted a study on “Trainer roles in Cement industry”. They suggested that because of technological advancement, a powerful manpower support must be prepared in line with the up to date growth to be set up within cement industry to remain pace with modernization and at all levels latest training proposal to be taken. A trainer's focal purpose is to move his knowledge and skills to the trainees. Manuscript concentrated on the roles of the trainer in cement industry and the components leading to enhance an effective trainer. It requires pointing out training course, picking out relevant methods of training, assessment of training activities and assisting the trainer to provide good training to the cement industry.

Wagner S (2000), highlights that employee training and development programs encounter big fulfilment of employees and lower turnover rates even though salary and benefits take part a role in employee's recruitment and retainment. People also peek for chances to master new things, the challenges of brand new position and the anticipation of personal and professional growth. He also claims that it leads to “building organizational capacity “as it leads to talented workforce.

Sharad Kumar and Sabita Patnaik (2002) had studied about “Training climate facilitates the employees.” It helps to obtain potential necessary to execute several tasks connected within their existing or upcoming roles and expand their capabilities for growth of the organisation. The performance of the roles depends upon the individual impression with regard to effectiveness of carrying out the role and various organisational factors

Arthur W. et al (2003), “Effectiveness of training in Organizations”, according to their research results, a medium to large effect dimension for organisational training was expected. Furthermore the method of training used, the skill or task characteristic trained and the option of evaluation criteria were associated to the effectiveness of training programs. Once there is a better training program it directly affects the productivity level of the organization as well as for the better living of the employees.

P.S. Yadapadithaya, Jim Stewart (2003), done a study on “Corporate training and development policies and practices: a cross-national study of India and Britain” opines about the purposes, degree, instruments, timing and sketch of assessment, crucial anticipated deficiencies and T&D function challenges. In comparison to India, increased in training is done, extra movement to distribute responsibilities or engaging line managers in T&D and seems to be extra focus on and participation of individual employees in Britain.

Anupama Narayan and Debra Steele-Johnson (2007) conducted “Relationships between prior experience of training, gender, goal orientation and training attitudes”. Relationships were scrutinized between previous experience with training, goal orientation and gender and training attitudes. The antecedent experience with training had a favourable effect on training attitudes and women had more pleasing attitudes than men. The outcome furnishes primary authentication that gender mediates goal orientation results in training contexts.

Alexandros G. Sahinidis (2008), “Employee perceived training effectiveness relationship to employee attitudes” this states that there exists a constructive consequence on pivotal employee attitudes and training which take shape connected to a big or small scope, in the relevant literature to organisational achievement including productivity, turnover and absenteeism.

Ginamarie Scott, Lyle E. Leritz & Michael D. Mumford (2009), opinioned that the comparable efficacy of the training programs revealed that many victorious programs were probable to pivot on growth of cognitive skills and the heuristics implicated in skill application utilize real-life exercises pertinent to the domain at hand. It was like creating a better way of educational and training interventions.

Chimote, Niraj Kishore (2012) conducted “Training programmes: evaluation of trainees' expectations and experience. the main purpose of this study is to find out how a training programme can be evaluated from the perspective of trainee employees to test its effectiveness. The literature review highlighted that the effectiveness of a training programme can be fairly measured by comparing the pre-training expectations and knowledge of trainees with their post-training experience.

Dr. Raja Abdul Ghafoor Khan, Furqan Ahmad Khan, Muhammad Aslam Khan (2011), his study represents that e affect of Training and Development, On the Job Training, Training Design and Delivery style on Organizational performance. The back bone of this study is the secondary data comprised of comprehensive literature review. It means it increases the overall organizational performance.

Khawaja Fawad Latif (2012), suggests that needs of business to concentrate on building employee capacity and focusing on employee development to attain job satisfaction. Once a better training is given it shows up a better job satisfaction.

5. Methodology

The research design adopted for this study is a descriptive in nature. Convenience sampling was adopted and primary data from 120 respondents are collected by survey using tool as a questionnaire. Pilot study was conducted with 12 respondents and the questionnaire was tested. The tools used for analysis are percentage analysis, weighted average method and chi-square method

6. Findings

From the study it was found that 47.5% of the respondents are satisfied with their job, 46.7% of the respondents feel training is highly important, 40.8% of the respondents are satisfied with the training program, most of the respondents preferred fear to loss experience as the factor regarding work and there is no significant relationship between age of the respondents and satisfaction level towards training program.

7. Conclusion

The study was carried out to determine the effectiveness of training regarding the service sector. From the analysis, it was found that the employees or the respondents were very satisfied with their work as well as with the training programs being provided to them. With this survey it was clear that they acquire skills, knowledge and attitude and also enhance the same. It is quite clear that there is no alternative or short cut to the training and development. Training when used in a planned and purposeful manner can be an extremely effective management tool as they increase the knowledge and skills thereby increasing the productivity and wealth of the organization. The things which are to be improved are suggested in the previous section and improving them could bring more effectiveness in conducting training programs.

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