

HR Practices and Training Methods in (Samayanallur Power Investments) SPI Cinemas

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Abstract- HR Plays a pivotal role in every organisation. This study shows that HR practices and training is important in an organization in order for the organization and the employees to perform better. Human Resource has so many elements like Recruitment, Selection, Training and So on. In this study focus the to study the socio economic profile of the employees and HR practices and the employee satisfaction towards it and to analyse the effectiveness of training and the best training method. From this study the researcher discover there is a difference between education level of employees and awareness about performance measures after attending the induction training and also suggests that the organisation should focus more on creating awareness about performance measures of employees during induction training.

Index Terms- Human Resource, Training, employee, Recruitment

I. INTRODUCTION

Employees are the main assets of an organisation. The organisation provides lots of benefits to the employees through their HR practices. It is important to measure the satisfaction level of those benefits and rewards provided by the organisation. Relationship of the employees with their immediate supervisor is also important. The employee must give the proper support whenever it is required. The employee must be motivated by the senior manager in order to perform better and to achieve the target.

In addition to motivation, workers need the skills and ability to do their job effectively. And for many firms, training the worker has become a necessary input into the production process. This study also find out the employee's most likely training program and also the best method of providing training for training the new employees. This study investigates the

“Effectiveness of HR practices and training methods in (Samayanallur Power Investments) SPI Cinemas”.

REVIEW OF LITERATURE

Allan and Meyer's “High-Performance HR practices and affective commitment” (1990) conceptualizes commitment as consisting of three dimensions: affective, normative, and continuance commitment. The model has been supported by factor analyses and by research confirming that the three components relate differently to various antecedents and consequences. This study focus on affective commitment or positive affection toward the organization as reflected in a desire to see the organization succeed in its goals and a feeling of pride at being part of the organization.

“The adoption of best HR practices” by Wang, & Takeuchi, (2007) study states that human resources practices may have a universal positive effect on the performance of firms. Organizations can use performance and commitment-oriented human resource (HR) practices to drive organizational effectiveness. High-performance HR practices work most immediately through employee attitudes and behaviours.

Robert Levering (2009)⁷ conducted a study on “Creating a great place to work: why is it important and how is it done”, and examined the attitude and behavior of the management rather than the type of organization. How the management relates to its employees is what makes the difference and found that becoming a great workplace may not be rocket science, but it does require paying attention to the basic issue of trust in the relationship between management and employees. Trust is a delicate

commodity that must be earned daily. But when it is present, both management and employees benefit.

Stroh, Thomas Fredrick, (2008) video tape recording systems are used in a variety of ways in training programs for commerce and industry. A questionnaire, which drew responses from about 200 companies, identified the advantages as well as the problems of video tape usage. Many of its uses in training of industrial and sales personnel involve role playing, which in itself presents particular problems if it is not to create a threatening situation for the trainee. Most of the companies surveyed felt that their investment in video tape equipment was worthwhile. (Appendix includes a list of universities and colleges offering courses in video tape recording; equipment manufacturers; and the questionnaire sent to companies using video tape recording for training.)

COMPANY PROFILE

SPI (Samayanallur Power Investment) Cinemas is a leading player in the entertainment industry offering services such as exhibition, distribution and production. SPI Cinemas strives to be at the forefront of media technology and endeavours to bring new entertainment technology to customers first.

At SPI Cinemas, it believes in bringing people together to enjoy the ultimate entertainment experience. It urges the customers to demand more from entertainment and it is working together to deliver a 360 degree entertainment like no other. Within the stunning environments, it continually strive to bring the customers the latest innovations in sound and vision, rush gaming, delicious dining and pure relaxation in its spa.

SPI Cinemas is one of the key movie distributors in Tamil Nadu and has forayed into the music business with Think Music to distribute Tamil, Telugu and Malayalam movie soundtracks via digital media and purple note to distribute non-movie contemporary music.

In 2009, SPI Cinemas announced its entry into motion picture production with the Tamil Movie, Thiru Thiru Thuru Thuru. The second production under the banner was 180 in 2011.

SIGNIFICANCE OF THE STUDY

The result of the study will inform the organisational managers about the employee's attitude towards the

company, the effectiveness of welfare measures provided for the employees, their work environment and the communication level among their co-workers and senior managers. This study will also contribute the effectiveness of training programs and the best training methods.

OBJECTIVES OF THE STUDY

- To study the socio economic profile of the employees.
- To analyse the HR practices and the employee satisfaction towards it.
- To analyse the effectiveness of training and the best training method.

SCOPE OF THE STUDY

This study is to look into the effectiveness of HR practices about the benefits of employees towards it. The organisation can able to understand about the performance of their employees. The suggestion of the study will make the organisation to change its training and hr practises and to solve their employee's problems.

DATA ANALYSIS

Data analysis consists of the following:

- Simple Percentage analysis
- Chi- Square

RESULT AND DISCUSSIONS

Table I
Socio Economic Profile Of The Respondents

S.No	Particulars	No of respondents	Percentage
Gender wise Classification of Respondents			
1	Male	298	70.40
2	Female	125	29.60
Age wise Classification of Respondents			
1	18 to 22 Years	188	44.40
2	23 to 26 Years	162	38.30
3	27 to 30 Years	60	14.20
4	Above 30 Years	13	3.10
Level of Education			
1	SSLC	24	5.70
2	HSC	154	36.40
3	Diploma	127	30.00
4	Graduate	116	27.40
5	Post Graduate	2	10.50

Marital Status of Respondents			
1	Married	100	23.60
2	Unmarried	323	76.40
Monthly Income Level of the Employees			
1	Upto Rs. 8000	273	64.50
2	Rs.8000 to Rs12000	43	10.20
3	Rs.12001 to Rs15000	25	5.90
4	Above Rs15000	82	19.40

Source: Primary Data

- ❖ From the above table it is inferred that, 70.4% of employees are male and 29.6% of employees are female.
- ❖ And 44.4% of employees are belongs to 18-22 years, 38.3% employees are belongs to 23-26years, 14.2% employees are belongs to 27-30 years, 3.1% employees are belongs to above 30 years.
- ❖ Out of 423 respondents 36.4% employees are HSC 30% employees are Diploma's, 27.4% of employees are graduates, 5.7% employees are SSLC and below and 0.5% employees are below post graduates.
- ❖ 76.4% of employees are unmarried and 23.6% of employees are married.
- ❖ majority 64.5% of the employees are belong to the income group of Rs8000, 19.4 % of the employees are belongs to the group of above Rs15000, 10.2% of the employees belong to the income group of Rs8001-Rs 12000, 5.9% of the employees belong to the income group of Rs12001-Rs15000.

CROSS TABULATION

TABLE II

Table Showing Cross Tabulation between Education and Preferred Training Methods for Training the New Employees

EDUCATION	PREFERRED TRAINING METHODS				TOTAL
	VIDEO CLIPS	ACTIVITY BASED	THROUGH GAMES	OTHERS	
SSLC & BELOW	8	5	10	1	24
HSc	45	65	36	8	154
DIPLOMO	57	51	18	1	127
GRADUATE	51	36	25	4	116
POST GRADUATE	1	1	0	0	2
TOTAL	162	158	89	14	423

From the above table II it is inferred that 162 employees are suggesting video based training method. 57 diplomas and 51 graduates suggested this as the best training method for training the new employees.

CHI SQUARE TEST

Null Hypothesis (H₀): There is no association between the education and understanding about performance measures after attending induction training.

TABLE III

Table showing the association between education and awareness of performance measures after induction training

EDUCATION	Awareness Of Performance Measures After Induction Training		Total
	YES	NO	
SSLS & BELOW	3	21	24
HSC	73	81	154
DIPLOMA	49	78	127
GRADUATE	46	70	116
POST GRADUATE	1	1	2
TOTAL	172	251	423

CHI – SQUARE TEST

Table IV

	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	13.949	4	0.007

From the table IV it is inferred that the table value 0.007 is lesser than the significant value (0.05) and there is a significant association between education and awareness of performance measures after attending induction training.

FINDINGS OF THE STUDY

- 81.6% of the employees feel that the company has a positive image towards their friends and family.
- 73.5 % of employees are feeling proud to work in this organisation
- 53.7 % are happy with the leaves provided by the company
- 55.6 % are not feeling secured about their job

- 70 % of employees are feeling that the organisation is concerned about the safety aspects of employees
- 54.1 % of employees can able to maintain balance between work and family life
- 61.2 % of employees are given the support when needed.
- 59.8 % of employees are satisfied with various activities of the firm
- 45.2 % of employees cannot able to communicate freely with their senior managers.
- 91.9% of employees are feeling that training helped to increase their productivity in terms of both quality and quantity.
- 88.6 % of employees feeling that training helped to increase their knowledge and skills.
- Starting out is the best training method preferred by the employees.

Cross Tabulation:

Video based training method is best for training the new employees.

Chi- Square:

There is a difference between education level of employees and awareness about performance measures after attending the induction training.

SUGGESTIONS

This study suggests that it is important to analyze the effectiveness of HR practices in an organization. It is important for the organization to know how much their employees are benefited by various HR functions and practices.

- 55.6 % of employees are not secured about their job hence the organisation can provide a clear and present career path to make the employees feel they are valued for their work as well as to work long period.
- Communication channels must be opened up since 45.2 % of employees are not able to communicate effectively with their senior managers.
- The organisation can concentrate on employees who are below 4 years of experience since they

are lagging in communication and taking a responsibility.

- The organisation should focus more on creating awareness about performance measures of employees during induction training.

CONCLUSION

The success of an organization depends on the best HR practices and providing right training for the employee's . So that the employees will be motivated and give their best in order achieve the organization goal. In order to achieve this, the effectiveness of welfare measures provided for the employees, their work environment and the communication level among their co-workers and senior managers must be considered. This study shows that HR practices and training is important in an organization in order for the organization and the employees to perform better.

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