The Impact of HR Practices on Job Satisfaction of Employees in BPO Sector Hyderabad

Kreethi Priya
MBA II Year, Sridevi Women's Engineering College

Abstract - **The purpose of the paper is to examine the impact of human resource practices on job satisfaction and organizational commitment on employees of BPO units in and around Hyderabad. Data is collected from 75 employees by using required 5 point scale. The results indicate that appropriateness of prevalent HR practices is perceived to be different by the managerial employees and HR practices positively impact the level of job Satisfaction and organizational commitment of the managerial employees .This study deals with the human resource policies of an organization is considered the valuable and competitive advantage over its competitor because of its commitment to towards organization; it is used as a strategic weapon by the organization to widen its market place. Following are the objectives, the primary objective is To study the HR policy implementation at Hyderabad and the secondary objectives are To study the HR policies of the company , to determine the solutions to avoid or to control attrition, To analyse the personal causes that give rise to absenteeism, To study the opinion about the various welfare measures provided to employees , To understand the process of recruitment and To study the training process provided by the organisation to the employee My main problem of the study is HR Policy Difficulty in recruiting and retaining skilled talent. As a HR Safety is one of the HR challenges in manufacturing industry that involves protecting workers from the physical dangers of processes and machines.**

INTRODUCTION

The BPO industries have a huge attrition rate or employee tur over which in turn not only impact the company's specific process. But as whole which might decelerate the companies performance in the galloping business scenario with respect to the competitors. To be more specific in a BPO industry the approach is more casual. When an employee makes an exit from an organisation he exits with the experience and job knowledge from the company. When he gets an entry into new concern, he tries to capitalize what he has learnt from his previous concern. It has become a huge challenge for the HR'S to retain knowledge worker in BPO industry. The HR department with the help of HR analytics can gain an insight into the companies human resource. The HR analytics services as a useful tool for the HR department on whom to recruit i.e the right person for right job.

Every organisation needs policies to ensure consistency in the action and equity and in its relations with employees .HR policies are also defined as that body of principles and rules of conducts which govern the enterprise in its relationship with employees. " There's no denying what the value of Business Process Outsourcing (BPO) can do for business. But what's as important as making the decision to use BPO is choosing which partner to collaborate with. Accenture offers clients a value-driven approach to BPO, which means that we provide services well beyond lowering costs. We inject innovative, market-shaping industry insights that elevate our clients' performance decision to use BPO is choosing which partner to collaborate with. Accenture offers clients a value-driven approach to BPO, which means that we provide services well beyond lowering There's no denying what the value of Business Process Outsourcing (BPO) can do for business. But what's as i costs. We inject innovative, market-shaping industry insights that elevate our clients' performance.

The main aim and purpose of HRM is to increase employees' contributions in order to attain optimal productivity and effectiveness, while simultaneously accomplish individual objectives (such as having a challenging job and attaining recognition), and societal objectives (such as legal compliance and demonstrating social responsibility). Human beings are social beings and hardly ever live and work in separately. We always take plan, action, develop and manage our relations both consciously and unconsciously in work environment. The relations are

the end result of our actions and depend to a great extent area upon our ability to direct our actions. The HR managers carry ahead this learning and understanding process of HR policies and managing relations at our workplace. The whole concept of Human Resource Management revolves around this core matter of managing relations at workplace. Conceptual Framework of HR Policy Implementation That predicted future is today's reality. Most managers in public- and private sector firms of all sizes would accept the fact that people truly are the organization's most important asset. Having competitive staff on the payroll does not guarantee that a firm's human resources will be a source of competitive advantage. However, in order to maintain competitive, to grow, and expand the business of an organization must make sure that its employees are qualified, placed in apt positions, properly trained, managed effectively, and committed to the firm's success. A policy is a guide plan for repetitive action in major areas of business. It is a declaration that commonly accepted understanding of decision-making criteria. Policies are set up to achieve several benefits. By making policy decisions on frequently recurring problems, the top management provides the rules and guidelines to lower-level managers. It will permit decisions to be made in similar situations without repetition of the reasons and expensive analysis required initially to state the policy. Policies help managers at various levels to act with confidence without the need of taking the superiors opinions every time. This will also secure and safe immediate promptness of action.

OBJECTIVES

To study hr practices at BPO Hyderabad
To study job satisfaction to employees at BPO
To find the relationship between HR practices and job satisfaction

REVIEW OF LITERATURE

A. Implementing part-time leadership as instrument for sustainable HR management. Int J Corporate Soc Responsibility 5, 9 (2020)] This paper discusses the suitableness of part-time leadership as instrument for a sustainable Human Resources Management (HRM) policy. The thought of part-time leadership is introduced and mentioned supported a meta-analysis of existing studies and latest analysis that has been dead on, at typical working time arrangements in leadership positions.

B. The article discusses the intersection of part-time leadership with the 3 subject areas (economic, social and ecological) of the Triple-Bottom Line and tries to indicate additional specifically however part-time leadership models will serve the fulfilment of elite property Development Goals (SDGs). The purpose of the paper is to aim to explore the effect of HR policies and procedures on job satisfaction of port trusts employees. Therefore, the competitiveness of any organization dependent on the HR policies and practices that affect the work satisfaction of employee. The Effect of High-Performance HR Practices on Employees' Job Satisfaction, analyzed the potential impacts of high performance HR practices on employees' job.

C. Mir Mohammed Nurul Absar (2010) in their study, The study found that HR practices have significant association with job satisfaction. it had been (also found that human resource planning and training and development have positive impact on job satisfaction.

D. The study suggested that the authorities of selected industrial enterprises are required to specialise in HR practices for getting fabulous employees' job satisfaction.

E. With expanding and increasing technology and globalization, many organizations, especially in developing countries, have problems keeping their employees motivated and satisfied. Hence, it's vital to explore motivation and satisfaction to hunt out good solutions for human resource management, managers, policy makers, practitioners, etc.

F. Simmons (2003) highlighted the need for balancing performance, accountability and equity in stakeholder relationships by pursuing socially responsible HR practice.

Reducing Costs
- Consolidation benefits
  - Economies of scale: labor, management, infrastructure and technology
  - Rightsizing, organization and management de-layering

- Scale benefits from service provider's ongoing investments in infrastructure, technology, organization and best practices shared across a portfolio of clients
- Efficiency improvement through standardization, reengineering, automation
- Lower cost locations: Reduced labor and infrastructure costs

Improving Service Quality and Customer Service
- Clearly defined service expectations (service level agreements)
- Granular performance and cost visibility (KPIs and performance reporting)
- Development of powerful service culture and systematic customer relationship management

Improving Controls
- Move from fragmented operations to a consolidated setup enables implementation of a consistent, standardized controls
- environment
- Focus on process documentation and controls

Better Supporting/Enabling
Business Strategy
- Change at speed, through established infrastructure and change capability
- Focus retained finance on decision support/high value-added activities
- Enable transformation to a standard process/system business architecture
- Enable transformation from country based to regional or product business model
- Move from fixed cost structure to variable cost structure
- Improved consistency and transparency of management information
- Establishment of partnership with access to wider expertise and further service

SCOPE OF STUDY

- •The human resource practice is very important to practice HR policy implementation in an organisation. It is necessary for every organisation to study HR policy and know the HR policies of the company.
- It is a study on the attitude on the employees to their jobs and the reasons for the employees to change the organisation periodically. However, for the main aim of meaningful and convenient accomplishment of this study
- It is assumed that the information and data collected through this study suffice in order to create a generalization.
- Detailed explanations have been created gathered from the respondents regarding HR Policy Implementation and its impact
- It has been given in respect that how effective HR policy implementation yields employee development, employee relations, employee voice, employment, equal opportunity, grievances, health and safety, managing diversity, promotion, employee performance, employee welfare, and high performance in an organization.
- Comprehensively defined policies and criteria of performance management system open new phases for employee improvements and for the organisation.

RESEARCH METHODOLOGY

Research methodology is a structured way to solve a problem. It is intellectual and practical activity of learning how research is to be carried out. Importantly, the plan and procedures by which researchers tell about their work and start describing, explaining detail and predicting phenomena are called research methodology. It is also outlined as the study of techniques by which knowledge is obtained. Its purpose is to give the work plan of research.

SAMPLE SIZE

The study will be based on questionnaire with simple random sampling method, probability
sampling method and non-probability sampling method and the data analysis from the survey to arrive at the conclusions.
Data source
Data collection is in many ways more of an art than a science. Sometimes the data are available readily in

one form or the other and sometimes they are to be collected afresh.

The two important external sources of data collection methods for research are,
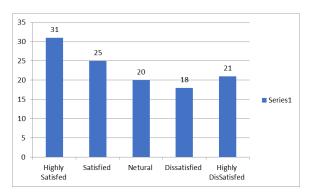
- Primary sources of data and
- Secondary sources of data.

DATA ANALYSIS

HRA awareness among the HR professional
Inference: 35% of HR professionals are unaware about HRA and only 40 % of the respondents are aware of the HRA.

Impact of HRA complements in your decision making
Inference: 31% of the HR's feel that its impacts on the performance evaluation of employees and 28 % are of the opinion that its related to HR domain updations. 22% and 19% of them feel its related to organization policies knowledge and recruitment of the apt personnel.

HRA provides a concrete base for the organization success" State your level of agreement

Highly Satisfed	31
Satisfied	25
Netural	20
Dissatisfied	18
Highly DisSatisfed	21

Inference: 27% and 22% of the respondents Highly agree and agree that HRA is the concrete base for the organizations success 18% and 16% of the respondents highly disagree and disagree. Whereas 17% of them are with neutral opinion.

Table 4. Rank the best existing HR Practices in The Co

inference: 32% and 22% of the respondents feel that recruitment ,selection and career planning are their best practices in the company.12% and 10 % of the respondents feel that performance management and organization structure are the best ones..7% ,8% and 9% of the respondents are of the opinion that learning ,development ,rewards, recognitions ,compensation and benefits are the best practices.

FINDINGS•

Majority of 70% of Hr professionals are awareness is low about HRA and only few 30 % of the respondents are aware of the HRA.

- A dominant sum of 31% of the HR's feel that it impacts the decision making on the performance evaluation of employees and 28%HR domain up gradations. A sparse amount of 22% and 19% of them feel its impacts related to organization policies knowledge and recruitment of the apt personnel.

- Predominantly the respondents of 27% and 22% Highly agree and agree that HRA is the tangible base for the organizations accomplishment followed by 18% and 17% of the respondents level are highly disagree and neutral. Whereas 16% of don't feel it as a real base for organization success.

- Considerably 32% and 22% of the respondents feel that the best practices in their organization are recruitment, selection and career planning are their best practices in the company. While 12% and 10 % of the respondents experience that performance management and organization structure are the superlative ones. Very minute percentage of the respondents are of the opinion that learning, development, rewards, recognitions, compensation and benefits are the best practices.

- Generally, the respondents of 20 & 19% feel that elite induction programs and visual HR metrics are the attractive features in HRA. 16% and 14% of them have responded that workforce strategies, employee performance and compliance are the enthralling features of HRA .13%,10% and 8% of the respondents view personalized apps for employees, predictive analysis and interactive features are more fascinating for them.

- 26% and 23% Creativity acquaintance & Compensation Benefits, L&D and T& D are the factors hindering company's progress according to the respondents. 19% of the respondents feel that the workplace novelty is the cause of the company's hindrance towards success.16% of the respondents are of the view that policy adherence, phase of management changes, recruitment and retention of knowledge workers are the threats which hinder the company's success.
- 40% and 35% of the respondents are of the view that they're moderate and incompatible towards handling new technology. 19% of them feel they're highly incompatible,4%&2% of the respondents said that they're highly compatible and compatible
- 50% & 22% of the respondents opted that HRA creates hazards like HR downsizing and data manipulation. 12% and 9% feel that data dependency and technical incompetence are the areas vulnerable. 7% of the respondents expressed that information security issues may arise.
- The age of HR professionals and their level of awareness varies with respect to HRA
- Hence the recruitment and selection has a profound influence on performance management.

SUGGESTIONS

The yesteryears HR's need to update themselves along with the current trend and generation so that they can be still in the race along with the new generation HR's. The practitioners should be educated how HRA accelerates and benefits them in their day to routine and make précised and accurate decisions. The HR staff should understand and it's the responsibility of the organization to make their staff get aligned with HRA which leads the organization towards success. Apart from the existing HR practices the organization should focus on the employee-oriented development programs and practices rather than tailored programs which improves the employees only for companies needs. The HRA software need to install confidence in the mind of the HR staffs with its facilities to make their work easier instead of installing the fear of job termination. Apart from new generation HR's the yesteryears HR's also need to be trained and updated with new technology so that the implementation of new technology will not have any hindrances. The company needs to have certain policies and incentives which might encourage new technology learning so that the employees keep on updating themselves and supplement organizations success. Along with it the company should not only see only the positive aspects of HRA but also the negative parts where are the hindrance in implementing it and what are the key potholes where the implementation will cost the companies enhancement and success.

CONCLUSION

In an industry like BPO there's huge requirement for HRA software because most of the HR's cannot accurately assess the candidate and recruit the right ones for the job as well as the company. So that a right kind of employees becomes the pillar of an organization. As most of the people and HRs know about the pressures and targets involved in BPO industries which causes the heavy attrition which cost the company huge. Because the company has to go through the same process again and again which involves huge expenditure. Instead of it the company might recruit the right personnel who can stay with the company for a long period and can mutually satisfies each other's goals. Because HRA has unique features which can predict the right amount of resources required and judge them rightly in such away that there is no favoritism or human intervention during performance appraisal. Since HRA performance management is so accurate so that the right kind of personnel is rewarded and he gets automatically motivated to give his best for the company. When an apt person is recruited for the job the company he champions the process and business of the company in such away it benefits mutually. The overall analysis of the job can be thus done to see the levels of improvement and effectiveness in Job Satisfaction.