



An analytical to study understand job characteristics approaches followed in private GSM telecom companies operated in Vidharbha region

Abhijit S Meshram¹, Rajiv B Khaire²

1. Research Student, RTMNU, Nagpur, India

2. DMT, RCOEM, Nagpur, India

Article History

Received: 11 December 2015

Accepted: 23 January 2016

Published: 1 February 2016

Citation

Abhijit S Meshram, Rajiv B Khaire. An analytical to study understand job characteristics approaches followed in private GSM telecom companies operated in Vidharbha region. *Discovery*, 2016, 52(242), 268-276

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General Note



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ABSTRACT

Job characteristics approaches survey was conducted in order to obtain the view of employee on various depart of Telecom Companies. A random sample of employees working in different department of Telecom was invited to participate in the survey. Employees were asked a total of 25 Close Ended questions using a 5 point rating scale. The Survey was conducted purely to understand the Quality work life of employee working in private GSM companies. Although employees have stated that they are happy with work culture as their Job profile informally, an overall employment satisfaction survey was commissioned to obtain more detailed feedback from the employees. One of the major objectives was to seek suggestions from employees with respect to matters relating to them. An Overall Survey Score was calculated for employees by averaging responses across all survey items. The Overall Survey Score for Job Characteristics approaches was satisfied on different parameters. This indicates a fairly neutral workforce, with responses across all survey items averaging around a strongly agree to Agree rating.

1. INTRODUCTION TO JOB CHARACTERISTICS APPROCHES

Job Characteristic approaches: it is useful to understand the meaning of Job first of all. A job may be collection of Task. A synonym word for Job is work. Work is the physical or mental activity completed within particular time period, place with specific instruction or guidelines with minimum hazards along monetary benefit. Job Characteristics is the collection process of information about a job. It involves collection of information which includes the Knowledge, Skill & ability of person to deliver job effectively. Knowledge is may be understood as extend to which job holder is familiar with his/ her job. Skill refers to specific capability to operate machine/ tool or system. Ability refers the physical or mental capacities needed to perform task not requiring the use of tools, machinery & systems. Job characteristics approaches have a critical impact on organization and employee objectives. From organization perspective the way task and responsibility can affect the productivity and cost & employee perspective increase job satisfaction.

Job characteristics are stable aspects of the work environment that could influence the active experience of work. In a work setting, such relevance may relate to whether job characteristics generate events that are congruent or incongruent (harmful) to the pursuit of personal goals. The job characteristics model (JCM) has generated a great deal of research if certain characteristics are present in a job, 'then jobholders will experience a positive, self-generated active 'kick' when they perform well and this internal reinforcement serves as an incentive for continued good performance. Although various outcomes have been examined in conjunction with job characteristics, including job satisfaction. Job characteristics theory predicts attitudes and behavior based on the reactions of job incumbents to their tasks. The impact of a job on a person is moderated by a person's needs. According to Hackman if certain characteristics are present in a job, jobholders will be internally motivated to perform well because certain needs will be met. Explanation of the 'motivating potential' of jobs. Increasing the motivating potential signifies the degree to which jobs are 'enriched' in that they provide for the Telecom Companies are purely customer oriented and focused companies whose target to acquire, maintain the customer. Since the Existing company having threat of newly entrant. To sustain in cut through competition required skill, flexible manpower. Every day need to launch some new scheme to attract customer for using services. Quality work life required fixed job hours, healthy work environment. Customer service is based on identifying and satisfying your customers' needs and exceeding their expectations. A company must be totally committed to delivering consistently high standards of service to gain and retain customer loyalty.

Telecom businesses have traditionally been consumer and voice heavy. As a percentage of revenues, data services still remain at about 10%. There is therefore the need to develop a wider set of corporate offerings and strengthen distribution channels. Improving customer experience has gained importance as a distinctive means of securing and enhancing lifetime value. The bottom-line is that operators cannot afford to give them low or equal service levels, holding IT and implementation issues responsible. Major growth will be driven by the rural Indian subscriber base, where current penetration is 30% and ARPU is just INR 160. Service providers will face the dual challenge of serving them cost-effectively and giving relevant services that will be adopted and used. Service providers today also face an uncertain regulatory environment. The recent National Telecom Policy 2011 hinted towards ways and means of addressing some pertinent regulatory shortcomings. Spectrum sharing, convergence, a unified licence is some of the sought-after issues where a clearer way ahead is required from the Policy.

1.1. Importance of doing the survey

There are a variety of reasons to conduct survey of Job Characteristics approaches one of primary reasons to conduct this survey is to determine the motivation of the workforce and understand the level of satisfaction. This survey is used to find to define the perspective of employees to look its organization and vice versa.

1.2. Objectives of the project

- To identify the different factor that of Job Characteristics approaches.
- To know Job Characteristics of Employee on the basis of identified parameter.

1.3. Scope of the project

The scope of the Study was limited to employees who are working with the organization at Nagpur district. The data was collected by visiting all Telecom office along Employees working in different department like Customer Service, Operation & Maintenance & Project Management were targeted for the Study.

1.4. Hypothesis

A research hypothesis is the statement created by researchers when they speculate upon the outcome of a research or experiment.

The researchers had identified Null Hypothesis for the current study as:

- Organization not having the standard Job Characteristics approaches
- Alternative hypothesis is usually the one which one wishes to prove and the null hypothesis is the one which one wishes to disprove. Thus, Alternate Hypothesis is for current research was:
- Organization having the standard Job Characteristics approaches

1.5. Methods of Data Collection

The data collection to carry out the research is mainly divided into two types: Primary data and secondary data. The current research data is based on the primary data collection by the method of questionnaire.

1.6. Data Sources

Primary data

Primary data means the data that has been collected for specific purpose. The primary data was collected by the researchers from the respondents by administering a structured questionnaire. The researchers have also used the other methods like observation and interview for collection of primary data.

Secondary Data

Secondary data on the other hand, is that which have already been collected by someone else and which have already been passed through the statistical process. The secondary data collection comprises of books, internet, reports and other projects on employee satisfaction of various other firms and organizations.

1.7. Universe of the study

For the current project we are considering the employee working in GSM services provider in Nagpur District. There are Total 120 employees working in different Telecom Company operating in Nagpur District.

1.8. Sample size

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The study was planned with an objective of reaching out to 120 respondents.

1.9. Research tool

Five important parameters were identified on which a questionnaire was designed. These parameter are Autonomy, Task Significance, Task variance, Skill Variety and Feedback, Every parameter had 5 close ended statements followed by 1 Open ended question. The Questionnaire comprised of 25 close ended. The responses were recorded on 5 point scale with Strongly Agree & Strongly Disagree as two extremes.

1.10. Demography of the respondent

Initial part of the questionnaire asked the participants about their personal details. The details were identified in such a manner so that the identity of the respondent is not disclosed. The details that were asked pertaining to their Gender, Qualification, Marital Status, Number of Years of experience.

Factors		
GENDER	Male	104
	Female	16
	TOTAL	120
QUALIFICATION	Diploma	40
	Graduate	55
	Post graduate	25

	TOTAL	120
MARITAL STATUS	Married	87
	Unmarried	33
	TOTAL	120
NUMBER OF YEARS OF EXPERIENCE	0-2 Years	25
	2-5 Years	35
	5-10 Years	35
	10 & above Years	25
	TOTAL	120

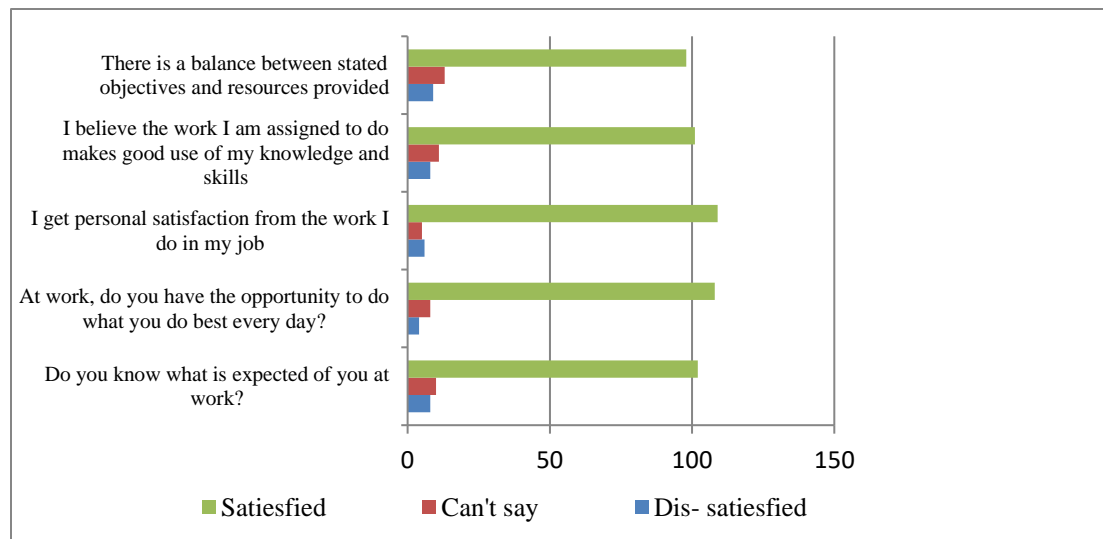
A close inspection of above table shows that around 87 % of respondents were Male. As per as their marital status is concerned 73% respondents were married & close to 28% were still bachelor. With respect to their Qualification, it was heartening to find around 50 % of the respondents were at least Graduate whereas 21% of them were Post Graduate, while there are 33 % who are Diploma. It indicates a really good sign for the organization to have majority of workers at least Graduate. Qualified employees make a very good resource for the organization. Around 50 % of the employees have at least 5 Years of experience, whereas a small 23 % represent employees have 0-2Years of experience. This is also a good indicator for the organizations as it has mixture of experiences hands as well as fresh blood. It represents the responses of all 120 employees on all the statements. The section will represent the responses in 3 different categories namely Satisfied, Can't Say & Dissatisfied. The responses were taken on 5 point scale with Strongly Agree to Strongly Disagree as two extremes. For the matter of convenience & representation, frequency of Agree & Strongly Agree are summed up & shown as Satisfied, whereas frequency of Disagree & Strongly Disagree are summed up & shown as Dissatisfied.

2. DATA ANALYSIS AND INTERPRETATION

It is a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making.

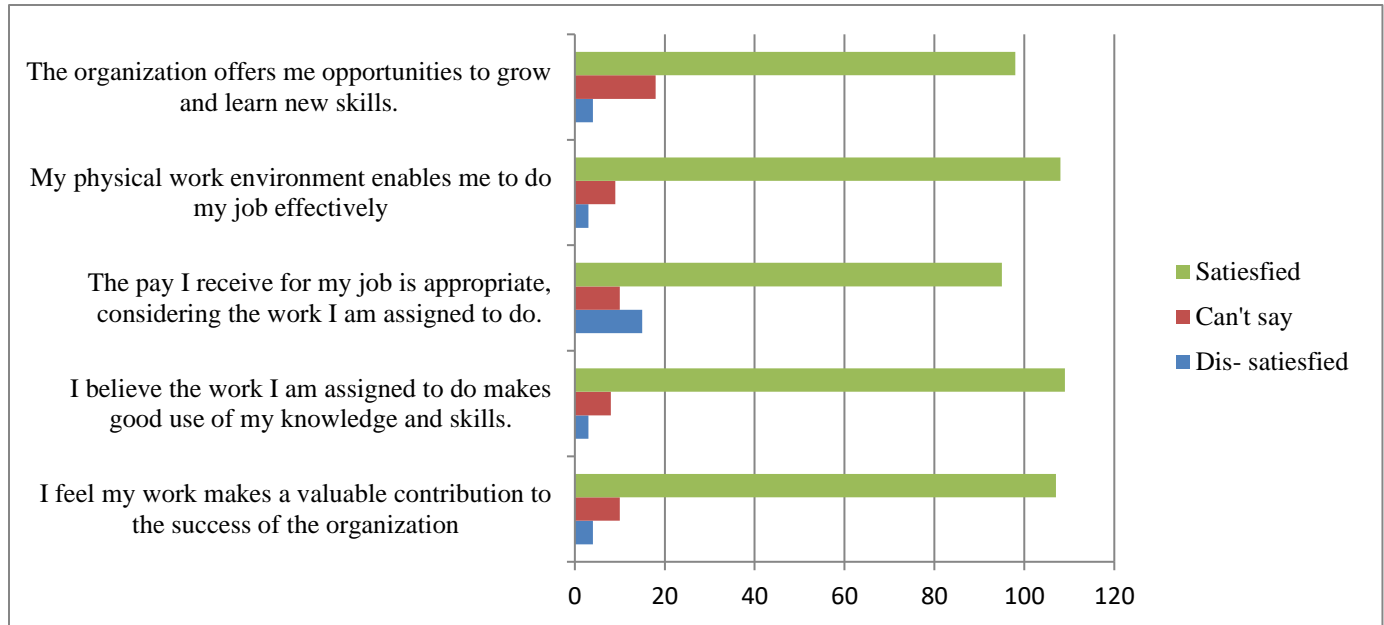
Parameter

Autonomy



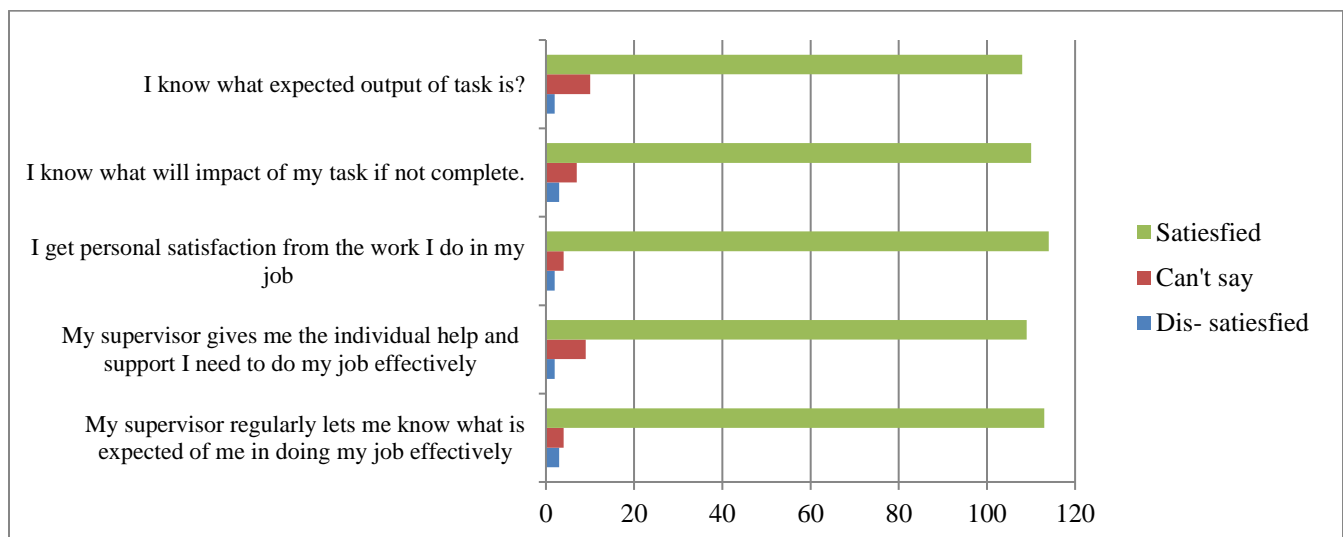
The graph represents response of 120 employees regarding the parameter Autonomy, based on the five statements. From the above graph it is shown that Most of the Employees are satisfied with Job Autonomy provide the by organization. Employee having resource to completed objective. Also they having the personnel satisfaction.

Task Variance



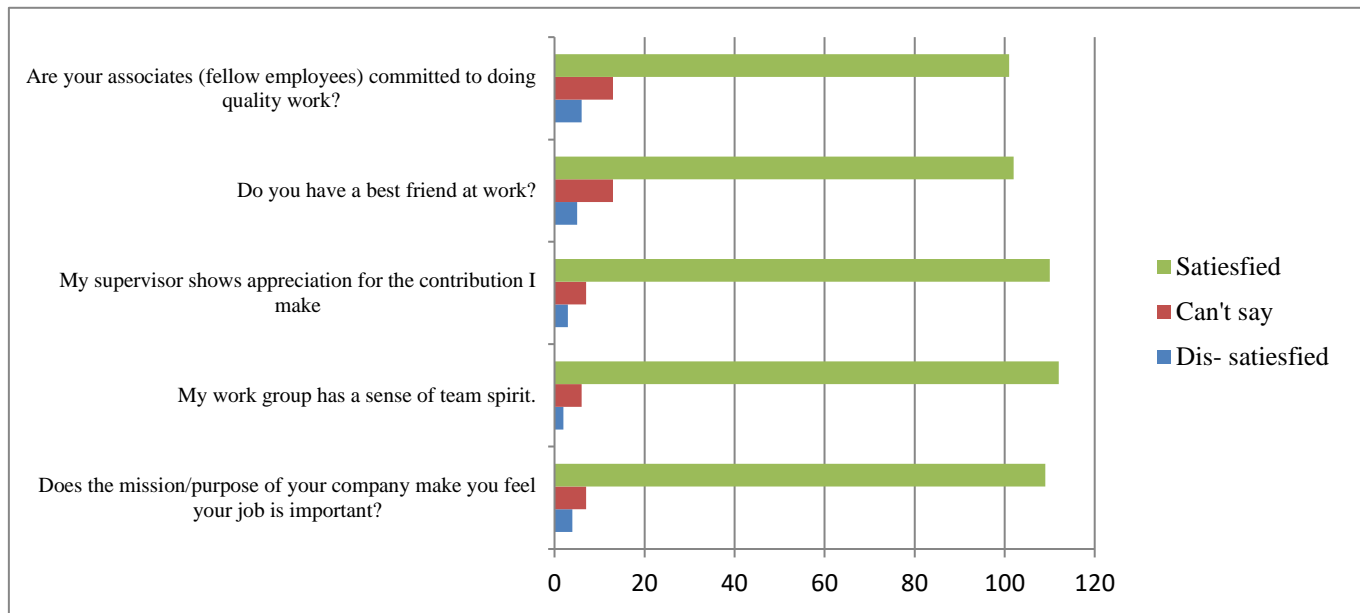
The graph represents response of 120 employees regarding the parameter Task Variance based on the five statements. From the above graph it is quite evident that Employee are enjoying Task Variance provide the by organization. Due to task Variance employee gaining multiple department knowledge

Task Identity



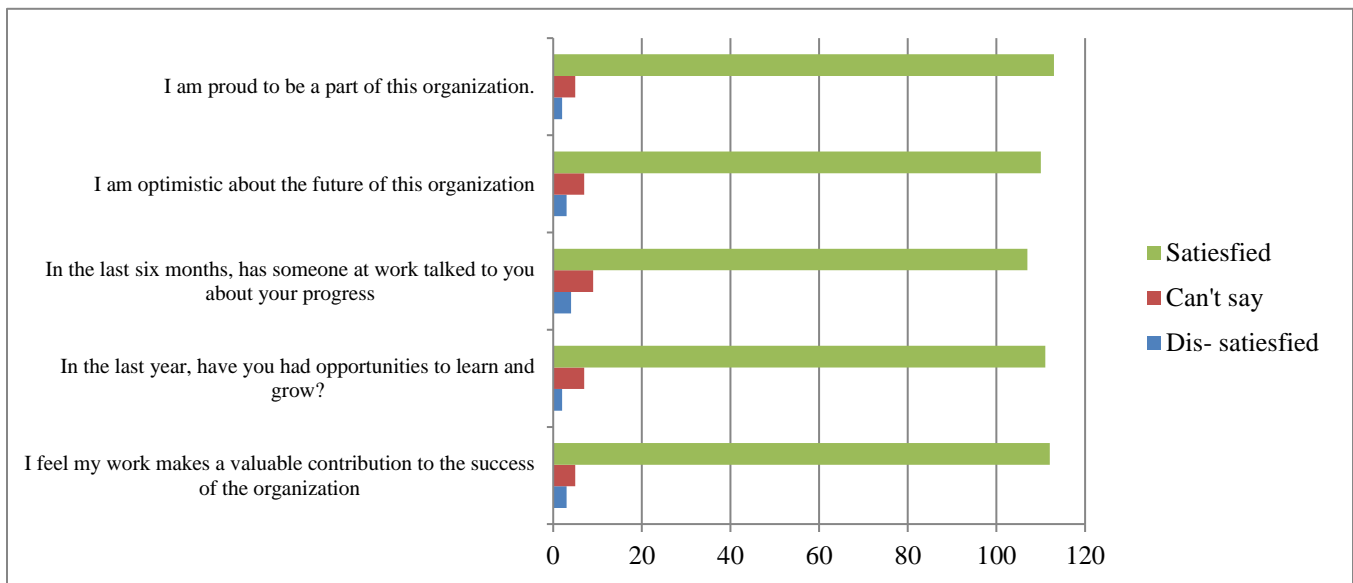
The graph represents response of 120 employees regarding the parameter Task Identity based on the five statements. From the above graph it is quite evident that Employee are knowing that which are task are important and how it can be perform. Also task identity help to determine the how much employee can sustain work order.

Task Significance



The graph represents response of 120 employees regarding the parameter Task Significance based on the five statements. From the above graph it is quite evident that Employee knows what will impact of task if not completed in time limit and Significance of task. Also they satisfy significance parameter.

Feedback



The graph represents response of 120 employees regarding the parameter Feedback based on the five statements. The graph represents response of 120 employees regarding the parameter Feedback based on the five statements from the above graph it is quite evident that employee being getting Feedback from their supervisor and they satisfied as contributing the success of organization.

3. CONCLUSION

All above graphical representation Indicate that Organization uses standard Job Characteristics approaches. Employees seem to be satisfied with their job characteristics method followed in organization. Most of employees feel that there is a sense of accomplishment in what they do. Employees feel that their work is valued and appreciated which is an important area for all the employees. Many staff members are satisfied with interactions with their superiors, reporting manager & co-workers. Employees seem to be satisfied with the quantum of work allocated to them. However, there is a section of Employees who feel that their role is limited & their expertise is not fully utilized by the organization. Small percentages of employees are not happy with the Training & Education facilities given to the employees. Few employees are also not satisfied with the distribution of work.

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