

Effectiveness of Human Resources Management Practices in Automobile Manufacturing Companies in Chennai

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Abstract

Human Resources are the most important and valuable Resource in any organization in the Form of its employees. The automotive industry in India is one of the larger markets in the world. HRD variables are designed to link with Human Resource Planning where by employees contribute the Maximum to the organization satisfying their own personal goals. Demographic profiles as well as organizational details of the employees are very crucial in determining their perception towards HR practices.

Key Words:

Human Resource, Developments, organization

Introduction

Human Resource Development is a continuous process to ensure the development of employee. Human Resource is one of the most important Factors of production.

Automobile manufacturing companies of the 21st century is globally competitive, customer centric, talent dependent, information based, continually changing, technology driven and increasing organizational vulnerability, demanding uninterrupted capital flow.

HRD – A Vital Component in Manufacturing Companies

Dynanic and growth oriented companies require human Resource development practices to succeed in a fast changing environment. Companies Flourish only through the efforts and competencies of their human Resources. When employees use their initiative, task risks, experiment, innovate and make things happen the organization may be said to have a 'good' culture. HRD climate is an integral part of the prevailing general organizational climate which may include. Characteristics such as:

Important given to human Resource, openness of communication, encouragement given to risk – taking and experimentation, Feedback given to employees to make them aware of their strengths and weaknesses, a general climate of trust, faith in employee's capabilities, employees, tendency to assist and collaborate with each other team spirit, tendency to discourage stereotypes and favouritism and supportive personal policies and practices.

Review of Literature

Sinha TK (1982) dealt with the concern and aspects of HRD such as human approach, People as resource in organization, process of the development, Functions of HRD and training and team process.

Abraham (1988) studied HRD climate in it industries with the help of structured questionnaire. Though his study dealt extensively with the climate, it suffered from the limitation of the scope of the study.

Krishnamurthy KU (2003) focused on the importance of HRD in PSBs. He emphasized the need for intellectual capital of industries, value addition, product development, customer support and marketing were. Required with Superior Managerial Skills.

Statement of Problem

The study aims at examining the human resource practices in automobile manufacturing companies in Chennai. Hence, empirical study is directed towards automobile companies regarding HR practices and find solution to face the future challenges.

Objectives of the Study

1. To study the socioeconomic Profile of employees in the automobile companies.
2. To make suggestions on HR practices in the Industry.

Research Methodology

The study is conducted using both analytical and descriptive type of Methodology. The study primarily depends on primary and secondary data. The survey is conducted in automobile manufacturing companies located in Chennai city, Chennai is referred to as the Detroit of South Asia.

Totally 250 Questionnaires were distributed and 200 collected out of which 150 completed questionnaires were found usable.

Discussions and Analysis

Demographic profiles as well as organizational details of the employees are very crucial in determining their perception towards HR practices. This perception towards is classified on the basis of gender, age, educational qualification, designation, experience and annual income of the employees.

Gender of the Respondents

Gender of the employees decides their involvement in job, interpersonal relationship and the liking for the work environment.

Gender	Frequency	Percentage
Male	110	73.33
Female	40	26.67
	150	100.00

From the above table, it is found that 110 (73.33%) of the respondents were male employees and 40 (26.67%) of the respondents were Female employees. This shows that employees in automobile companies are male dominated.

Age of the Respondents

Age of the Respondents is one of the most important characteristics in understanding their views about the particular concept or problem.

Age	Frequency	Percentage
< 25 years	80	53.33
25 – 35	30	20.50
35 – 45	25	16.67
Above 45	15	10.00
	150	100.00

From the above table, it is found that 80 (53.33%) respondents were in the age group of less than 25 years, 30 (20%) respondents were in the age group of 25 – 35 years, 25 (16.67%) respondents were in the age group of 35 – 45 years and 15 (10.00%) respondents were in the age group of above 45 years.

Managerial Level of the Respondents

The HRD practices in Indian organization are not uniformly distributed over all level of employees. Several studies argued that top level, middle level managers, operational level managers has different HRD practices in their organization. In many companies, they generally segment the employees into two major categories, namely junior levels and senior level respectively.

Managerial Level	Frequency	Percentage
Junior Level	65	43.33
Senior Level	85	56.67
	150	100.00

From the above table, it is revealed that 65 (43.33%) of the respondents were in the Junior Level and 85 (65.67%) of the respondents were senior level. This shows that automobile companies are influenced by senior level employees.

Experience of the Respondents

The experience of the respondents is one of the most important characteristics to determine knowledge and status or position of a person towards the job.

Experience	Frequency	Percentage
< 10 Years	15	10.00
10 – 20 Years	25	16.67
20 – 30 Years	40	26.67
Above 30 Years	70	46.66
	150	100.00

From the above table, it reveals that 15 (10%) respondents were in the experience of less than 10 years, 25 (16.67%) respondents were in the experience of 10 – 20 years, 40 (26.67%) respondents were in the experience of 20 - 30 years and 70 (46.66%) respondents were in the experience of above 30 years.

Conclusion

The automobile sector needs to grow in harmony with world industry to stay competitive in the automotive market. The management of automobile companies should create awareness among employees regarding performance appraisal system to improve their performance and competition levels in the market. HRM is moderately practical by companies operating in Chennai. Employees are satisfied with their jobs; they are satisfied with other aspects automatically. Hence, steps should be taken by the management to satisfy the employees in their jobs by providing internal and external environment that ensures healthy and happy work place.

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