

AN EMPIRICAL STUDY ON EMPLOYEES PRODUCTIVITY ENHANCEMENT AGAINST DIGITAL FACTORS AT DESIGN MENTORS, BANGALORE

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Abstract—The reason for this study is to look at the effect of web-based social networking utilization on worker and association execution. The exploration was done on one construction Company. Internet-based life utilization was estimated utilizing information sharing, dynamic, and correspondence. Authoritative execution was estimated utilizing representative and association execution. Polls were created and the things were estimated utilizing a Likert scale extending from 1 to 5. This exploration adopts an illustrative strategy and the example comprising of 100 representatives working in the development field. The information was investigated utilizing SPSS 21 Software. The outcomes indicated that lone dynamic has a positive and significant cannot affect worker superior and hierarchical execution. We found no significant cannot effect of the other two components of web-based social networking utilization (information sharing and correspondence) on representative superior and hierarchical execution. Thusly, this examination recommends that top administration in MNC organizations just as representatives ought to consider online life utilization for powerful dynamics to expand worker execution and hierarchical execution. This examination adds to existing investigations on this point, and future research could put accentuation on stretching out this exploration to another nation or industry.

Keywords—Communication, Decision making, Employee performance, Knowledge sharing, Organization performance.

1. INTRODUCTION

To enable employee high performance or a high-performance employee, it had been argued that a corporation must engage in practices for managing employee relationships to extend competencies, motivations, commitments, communication, involvement, and flexibility. It had been also argued that employee high performance is achieved through basic elements like

- i. Increasing employees' knowledge, skills, and skills.
- ii. Employee empowerment and participation in deciding and problem-solving.
- iii. Motivating employees through incentives to form a further discretionary work effort.

Employee performance is said to the activities that are expected of a worker and the way well the worker executes those activities. Shaw stated the characteristics of high-performance employees as those focused on quality as a priority in their work, targeting improving their skills and taking the lead when it involves making decisions. Burks also quoted that prime performers find ways to enhance their performance including finding resources that they have to excel.

The organization is defined as a unit comprising a gaggle of individuals that are managed or structured to pursue collective goals. In turn, performance is an exchange of non-financial and financial indicators that provide information on the achievement of the objectives, and results. Organizational performance is the outputs from the invested inputs (goals or objectives).

Communication originated from the Latin word 'communicare' meaning "to make common" or "to share". Further to the present, DeVito in 1986 added that communication is an act or process of transmitting a message from a sender to a receiver via a channel with noise interference. Merriam Webster defined communication as an act of transmitting a verbal or written message. Team FME in their article defined communication as a two-way process that involves several

interactions towards achieving mutual affection. Bel, Smirnov, and Wait state that communication is a crucial precursor that gives information on what to be finished a prospective change within a corporation.

Harris defines deciding because the study to spot and choose substitutes supported the preferences, and values of the decision-maker. He also added that it is a process of adequately minimizing uncertainty and doubt about substitutes to offer thanks to an inexpensive option to be made among them. CIMA described deciding because the steps through which alternatives are chosen and managed to realize an organization's objectives. Chand states that a choice may be a choice made by an individual to conclude a few situations while deciding is that the selection of choices that involves a choice-making activity that determines the person's action or inaction. Consistent with Talley (deciding includes a spread of processes that are medium steps between actions and thought which ideas are expressed.

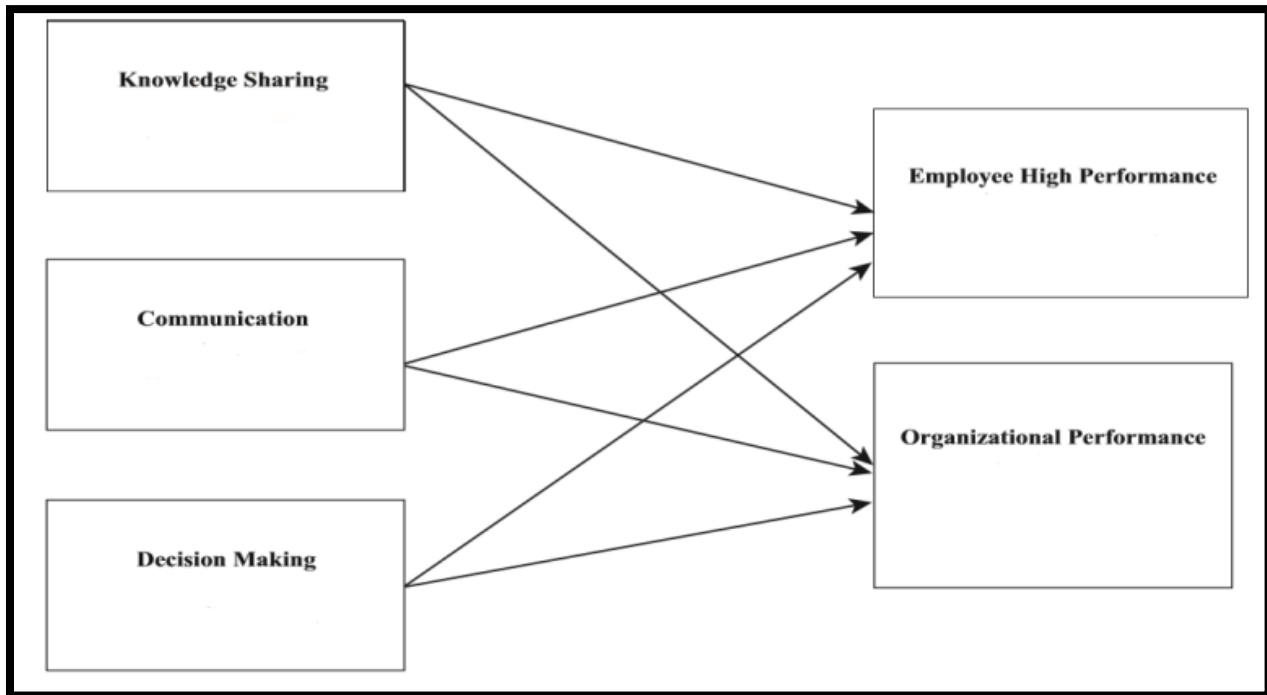
The importance of this study is to explore that social networking has various impact on employee performance variables like knowledge, abilities/skills, productivity, and motivational level. Here is the study undertaken in the Bangalore construction industry to assess how social networking impacting at employee performance. This study checks that construction companies use social networking to intact their employees with an i.e. organization by increasing their motivational level. Companies use social networks to share the latest information with their employees in real-time for increased productivity and knowledge of employees.

This study also investigates the phenomenon that either construction companies use social networks as a training tool for increasing the abilities or skills of its employees.

The reason for this investigation is to investigate that either informal communication has sway at worker execution factors like information, capacities/abilities, profitability, and persuasive level. Here is the investigation attempted in the construction industry to survey how person to person communication affecting at representative execution. This examination watches that the construction industry utilizes long range interpersonal communication to flawless their representatives with the association by expanding their persuasive level. Construction industry utilizes interpersonal organizations to impart the most recent data to its workers at ongoing for expanding profitability and information on representatives. This examination likewise researches the wonder that either the construction industry utilizes interpersonal organizations as preparing the device for expanding capacities or abilities of its representatives.

THEORETICAL FRAMEWORK OF JOB PERFORMANCE

Fig-1



2. LITERATURE REVIEW

Somani and Gupta (2012) locate that a ton of associations attempt to keep the worker working with a high inspirational level in their day by day work. Associations do so in light of the fact that an association's efficiency, the gracefulness of merchandise or administrations and picture relies upon representatives working and persuasive level. Associations save close contact with their representatives for their exhibition the executives. Presently a day's person to person communication assumes a job of the day by day journal in everybody's life. Organizations can check a worker's person to person communication exercises to screen their presentation. For execution surveys, connecting with workers inside organization exercises and sharing the association's data at ongoing they can make casual informal organization gatherings.

Purdy, C. says that in minimal more established time it was basic for organizations to contact representatives by sending messages and posts. Presently long-range interpersonal communication has been changed this situation as everybody becomes dependent on it. So, associations continue following interpersonal organizations to convey inside association exercises and results to its workers. For this reason associations structure person to person communication correspondence systems, so they can watch out for representative's exercises which can influence their exhibition, sharing data on a continuous basis, expanding their insight, and utilizing these stages as a preparation learning mode which will build representatives' work execution.

Jim Flynn (2011) reasoned that person to person communication influence the representative's presentation by expanding their insight, capacities, inspirational level, and close relationship with the association. At interpersonal organizations, people related to association make anecdotes about organizations, sometimes with intentions or at times without intentions. These accounts can acquire results term of the elite by workers or the other way around. Associations are making arrangements about who can compose and share about association's data at interpersonal organizations, at what degree and with whom this data can be shared.

Yiu Lichia and Saner Raymond (2014), estimated HR work by writing about the discoveries of a review of wearing down in Indian organizations and examined the potential techniques picked by Indian organizations to counter exorbitant work turnover. Higher wearing down can be limited through the instalment of higher remuneration bundles. The looks into recommended that Indian organizations ought to accomplish more to fortify the holding of interior interpersonal organizations and extend individual occupation fulfilment and hierarchical responsibilities to guarantee ability maintenance through fitness advancement and profession arranging.

Jeen Dorance Batty S. (2014), expected to the variables which might be the potential explanations behind a representative to leave an association. Representative's turnover aim and its effect on authoritative results were examined and that was gathered through polls from the first and center line workers in chose sorted out retail outlets in Bangalore. From the econometric investigation, it was discovered that turnover expectation has impacted whittling down components, for example, Quality of Work Life, vocation development, working hours, individual/family reasons, and connection with interior co – laborer, welfare, working condition, and compensation.

Perumal, P., Choi S. L., et. al. (2012), talked about widely the effect of human asset rehearses that can adjust the negative impact on the association because of high representatives' turnover. The examination was led to look at whether and how quality representative hierarchical relationship impact turnover expectations. Studies have demonstrated that turnover was a standout amongst the most investigated marvels in authoritative conduct. The wide scope of turnover studies demonstrated the essentialness and intricacy of the issue. Results uncovered the connection between representatives' activity execution the executives and their expectation to stop. Results showed a solid negative connection between positive worker relations as a HR rehearses against turnover goals.

Shanmugam, R., Anbu, A.et. al. (2012), led an examination with triple goals: first to recognize the pivotal elements of maintenance; alongside endeavor deciding the degree to which these components were influencing representative maintenance lastly a contextual analysis was broke down in real IT Company for distinguishing the variables of maintenance. It was uncovered that the HR was not just the drivers and central worth makers of the yield of the business however they were additionally the scholarly capital or the 'framework speculation'. Also drawing in, preparing, holding, and persuading workers were the basic achievement determinants (Kiran Karnik, 2006). Creator additionally uncovered that elements identified with pay (Compensation related arrangements and non-money related advantages) issues have the most elevated impact on wearing down.

3. OBJECTIVES

The objective of the study is to evaluate the factors which affect the employee’s productivity by the use of Digital tools

- i. To investigate about the effects of various social sites on performance of the employees.
- ii. To evaluate the impact of communication on employee’s performance and decision making on higher performance.

4. LIMITATION OF THE STUDY

- Due to time constraint and administrative issues of the organization, the samples size had to be restricted.
- The sample size was limited to 100.
- The respondents might not have disclosed their actual opinions on certain issues related to the organization which could be confidential in nature.
- Due to covid-19 outbreak could not interview people personally.

5. METHODOLOGY

The procedure of investigation follows information assortment. Examination implies calculation of certain lists of measures alongside looking for patters of relationships that exist among the information gatherings. So, putting forth smart and deliberate attempts to comprehend the assortment. With the end goal of the investigation, 100 examples are chosen, and data was gathered by utilizing polls. The study which is considered as the most significant piece of the examination was effectively undertaken by me. The information gathered through the poll was classified since it was organized. It was breaking down utilizing factual apparatus rate investigation. The information investigation and translation were done based on the goal of the examination and the equivalent is given in this part.

Chi-Square Tests

A chi-squared test, additionally composed as χ^2 test, is a factual speculation test that is legitimate to perform when the test measurement is chi-squared appropriated under the invalid theory, explicitly Pearson's chi-squared test and variations thereof. Pearson's chi-squared test is utilized to decide if there is a measurably noteworthy distinction between the normal frequencies and the watched frequencies in at least one classifications of a possibility table. In the standard uses of this test, the perceptions are arranged into fundamentally unrelated classes. On the off chance that the invalid speculation is valid, the test measurement processed from the perceptions follows a χ^2 recurrence appropriation. The motivation behind the test is to assess how likely the watched frequencies would be

expecting the invalid theory is valid. 28 Test insights that follow a χ^2 conveyance happen when the perceptions are autonomous and typically circulated, which suspicions are regularly supported under as far as a possible hypothesis. There are additionally χ^2 tests for testing the invalid speculation of freedom of a couple of arbitrary factors dependent on perceptions of the sets.

Gender * Screen Time (usage of the mobile, desktop) in terms of hours

H_0 = There is no significant difference between gender and the screen time

H_1 = There is significant difference between gender and the screen time

Table: 1

		Screen Time (usage of the mobile, desktop) in terms of hours			Total
		0-5hrs	6-10hrs	11-15hrs	
Gender	Male	42	12	4	58
	Female	17	20	5	42
Total		59	32	9	100

Chart: 1

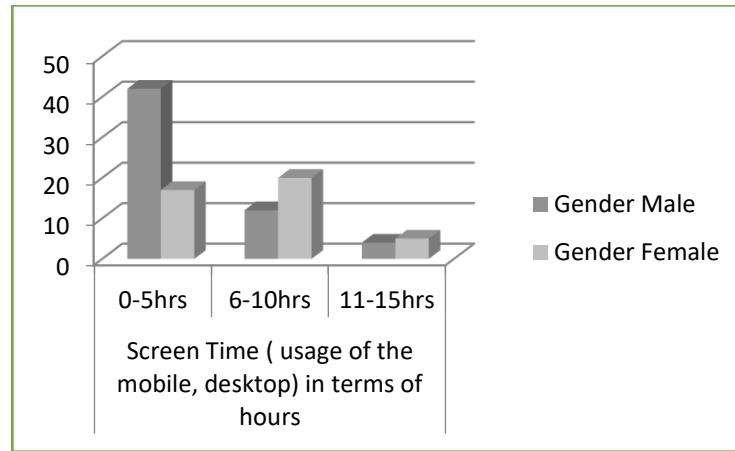


Table: 2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.411	2	0.005
Likelihood Ratio	10.497	2	0.005
Linear-by-Linear Association	7.656	1	0.006
N of Valid Cases	100		

Interpretation

As per chi-square table the chi-square value is 10.411 and the P value for 0.005 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative Hypothesis that there is significant difference between gender and the screen time.

Gender * Area of interest on social site or digital factors? eg: movie, shopping, etc.

H₀=There is no significant difference between among gender and area of interest on social site or digital factors.

H₁= There is significant difference between among gender and area of interest on social site or digital factors.

Table: 3

		Area of interest on social site or digital factors? eg: movie, shopping, etc.				
		Shopping	Movie	Learning and latest Updates	Web series	games
Gender	Male	19	14	20	1	4
	Female	6	2	31	2	0
Total		25	16	51	3	4

Chart: 2

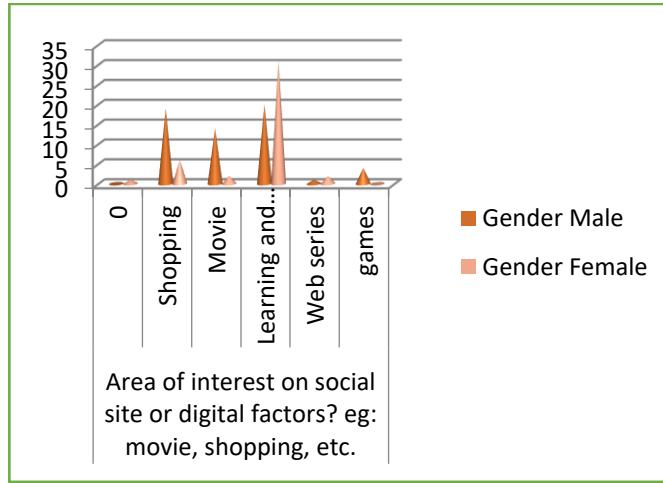


Table: 4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.455	5	0.001
Likelihood Ratio	24.319	5	0
Linear-by-Linear Association	3.226	1	0.072
N of Valid Cases	100		

Interpretation:

As per the above table the chi square value is 21.455 and the P-Value for 0.001 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative Hypothesis that there is significant difference between among gender and area of interest on social site or digital factors.

Education * area of interest on social site or digital factors? Eg: movie, shopping, etc.

H₀= There is no significant differences among education and area of interest or social site or digital factors.

H₁= There is significant differences among education and area of interest or social site or digital factors.

Chart: 3

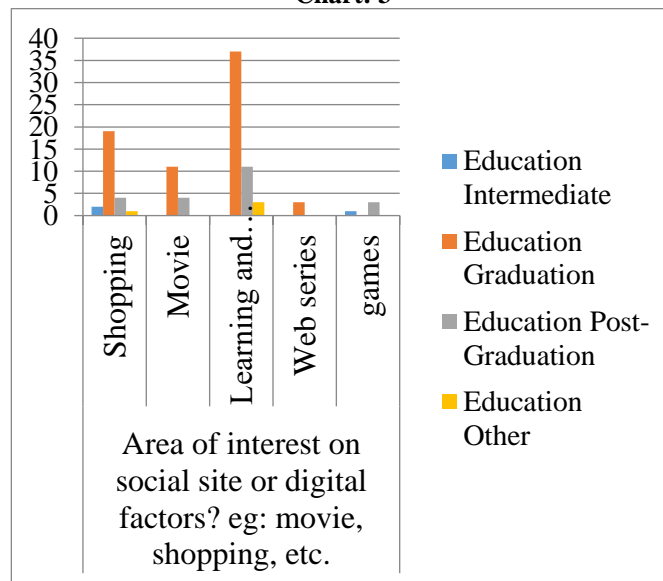


Table: 5

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.583	15	0.073
Likelihood Ratio	20.311	15	0.16
Linear-by-Linear Association	1.039	1	0.308
N of Valid Cases	100		

Interpretation

Based on the chi-square table the value of chi-square is 23.583 for the P value 0.073 which is greater than critical value that is 0.05 hence we accept the null hypothesis and we reject the alternative hypothesis that is there is significant differences among education and area of interest or social site or digital factors.

Education * Screen Time (usage of the mobile, desktop) in terms of hours

H₀= There is no significant difference between the education and screen time.

H₁= There is significant difference between the education and screen time.

Table: 6

		Screen Time (usage of the mobile, desktop) in terms of hours			Total
		0-5hrs	6-10hrs	11-15hrs	
Education	Intermediate	2	1	0	3
	Graduation	40	22	9	71
	Post-Graduation	16	6	0	22
	Other	1	3	0	4
Total		59	32	9	100

Chart: 4

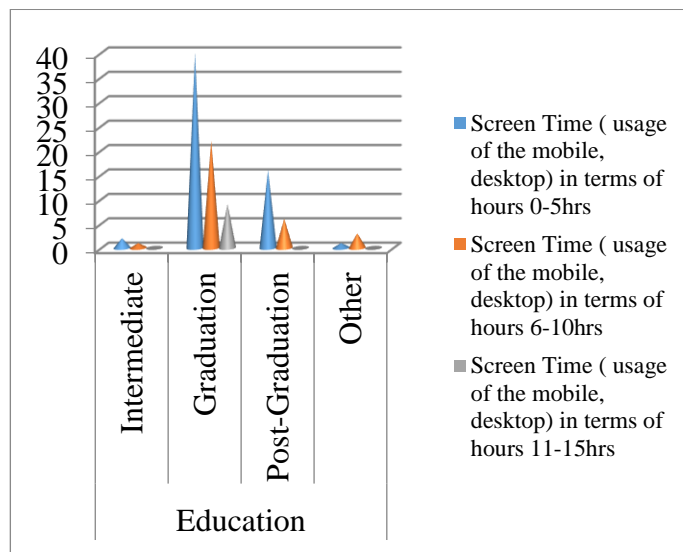


Table: 7

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.817 ^a	6	0.252
Likelihood Ratio	9.778	6	0.134
Linear-by-Linear Association	0.705	1	0.401

Interpretation

From the table the chi-square is found to be 7.817 for the P value 0.252 which is greater than the critical value 0.05 hence we accept the Null hypothesis and reject the alternative hypothesis that is there is significance difference between the education and the screen time.

Age * Screen Time (usage of the mobile, desktop) in terms of hours

H₀= There is no significance difference between age and usage of screen Time

H₁= There is significance difference between age and usage of screen Time

Table: 8

		Screen Time (usage of the mobile, desktop) in terms of hours			Total
		0-5hrs	6-10hrs	11-15hrs	
Age	18-24	10	8	6	24
	25-34	36	13	2	51
	35-44	5	3	0	8
	44-54	8	8	1	17
Total		59	32	9	100

Chart: 5

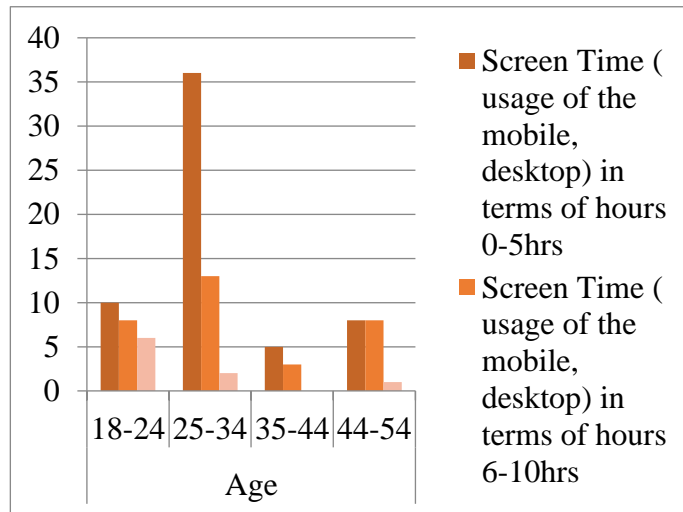


Table: 9

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.971	6	0.03
Likelihood Ratio	12.861	6	0.045
Linear-by-Linear Association	0.857	1	0.355
N of Valid Cases	100		

Interpretation

From the table the chi-square is found to be 13.971 for the P value 0.03 which is less than the critical value 0.05 hence we reject the Null hypothesis and accept the alternative hypothesis that there is significance difference between the age and the screen time.

6. CONCLUSION

This study shows the connection between utilization of internet-based life and representative occupation execution with the interceding job of hierarchical structure was examined. Results showed that there is a positive connection between the utilization of online life and employment execution. Also, hierarchical structure has an interceding job between these two factors. The study reveals that maximum of the people uses YouTube for learning and to get the latest updates on the technology and latest methods of working which helps the employees to work efficiently and to enhance their skills. The Study shows that representatives see online networking as a valuable apparatus at working environment and has solid impact on their learning's. Thus, experts want to utilize online networking at working environment to increment execution of their representatives. Results upheld that "value" part of online networking emphatically associated with worker work execution particularly with task execution and relevant execution. Henceforth, it is recommended that higher administration should create approaches; methodology, rules and guideline adjoin online life use and urge them to utilize it for work purposes at working environment to pick up its most extreme benefits. It was presumed that authoritative structure satisfies the supposition of intervening job with respect to the connection between web-based life utilization and worker work execution. Online networking drives associations to decentralization and empower workers settle on brief choices. This consequently expands client fulfilment and business upper hand. In this way, the board in associations ought to make a structure where internet-based life can likewise be a piece of their business procedure and help to expand worker work execution.

7. SUGGESTION

As per the study conducted A study on “an empirical study on employee’s productivity enhancement” against digital factors at Design mentors, Bangalore there is a positive relationship exists between the employee and the organization productivity. As more and more incentives and perks offered to employees will further improve their productivity enhancement towards the organization. It is suggested that the organization can create various social sites pages where the employees can get updates on the latest things and they can use the social sites for training and development program for their employees. The organization should allow employee to access social site in their working hours so that the employees can get updated with technology and latest methodology for increasing the organization productivity. The findings of this study are highly recommended to HR departments, managers, and those in top management in company to engage in developing social media practices for high performance. This will help the employees to engage and focus on decision making to enable organizations and their employees to achieve better performance.

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