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EMPLOYEE PRODUCTIVITY IN PUBLIC AND PRIVATE TELECOMMUNICATION SECTOR IN MADHYA PRADESH, INDIA: A COMPARATIVE STUDY

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ABSTRACT

The Indian telecommunication sector plays important role in country's economic development. This paper mainly focuses on to find level of employee productivity of Public and Private Telecommunication sector employees of Madhya Pradesh. In this research, 200 public & 200 Private technical and non technical employees includes managers, leaders, supervisors and top level management, 400 in total, working in BSNL public and Idea, Airtel, Vodafone, Reliance private telecommunication sector were examined for the research. By using SPSS 21 obtained data is analyzed based on descriptive statistics. Independent sample t-test has been applied in this study to analyze the employee productivity level. The study reveals that there is significant difference in the level of employee productivity among public & private telecommunication sector employees of Madhya Pradesh in India.

KEYWORDS: *Employee productivity, Public and Private Telecommunication sector*

INTRODUCTION

Indian telecommunication sector is the world's second largest sector and is growing rapidly. At the dawn of the 21st century, India started to use of the technology revolution in all around the world. Men, machine, material and money are the basic resources that utilize for performance of an organization. Manpower gives output with full utilization of required resources, without them it cannot be possible to produce anything. Manpower, out of all factor of production has the highest priority and plays important role in the area of productivity in an organization. Human behavior is unpredictable therefore it is very difficult to manage human resource. Human behavior of an individual differs

from different point of time. Some important responsible factors intended for motivating employees can be explored under psychological aspects of workers productivity. Employee productivity affected by absenteeism rate amongst employees, impatience of employees when they have to do a lot of work, employees focus on their job, employees efficiency in time management, employees capability of scheduling their work, employees efficiency in handling pressure of deadline, employees self-imposed work load, social relationship amongst each other, employees ability to handle many task at the same time, employees ability to spend extra time at their work when required, employees willing to learn new things, employees willing to accept new ideas or approaches and

employees work stress. Management can measure it as per the organizations requirement for decision making. But for measurement of employees productivity per unit is very difficult, the output varies as per the industry as a whole. In quantitative and qualitative dimensions, quantitative dimensions can be measured easily but qualitative dimension measurement is not possible.

Workers productivity shows the relative worth of employees at their workplace within the organization. Patterson et al., (2004) revealed that behavior is a meaning of a person's quality and the nature of their environment. While every individual can be different, the environment he experiences is the equivalent for all individuals in an organizational setting, with the same culture and other related factors. The more favorable the perceptive environment is, the better the employee's participation in their work. The involvement of the employee is the base for their productivity.

Harish Kumar (2013) concluded that productivity is considered as a great problem to a nation, a group and an employee, an organization. Employee productivity is considered as the measure of employee effectiveness and efficiency. Loss-making organization can turn into profit-making organization only by productive worker. Globalisation can be benefited if the employee productivity is appreciated in the organization. Poor control in an organization at a time is also responsible for low employee productivity. If poor factors of employee productivity is purposefully managed lots of benefits can be obtained such as improved customer satisfaction and interest, better competitiveness, improved job satisfaction, strong sense of accountability, increase level of morale and happiness and strong sense of belonging. Organization must struggle to be continually worried about their satisfaction and happiness, as happy and satisfied workers are productive workers. Improving employee productivity is an attempt that needs to be place at the top of the work programmed in all the organization.

OBJECTIVES OF THE STUDY

1. To explore the factors that affect employee productivity.

2. To measure employee productivity in public and private telecommunication sector employees,.
3. To undertake a comparative study between public and private telecommunication sector regarding employee productivity.

RESEARCH METHODOLOGY

Hypothesis:

- There is no significant difference in employee productivity between public and private telecommunication sector employees in Madhya Pradesh, India.

The study: The study was empirical in nature, survey method used as tool for data collection.

The Sample Design:-

Population: Population includes the technical and non technical managers, supervisors, leaders and top management working in public and private telecommunication sector restricted to Madhya Pradesh, India.

Sample element: Individual technical and non technical manager, supervisor, leader and top management were the sampling element.

Sample Size: Sample size was 400 respondents. 200 of Public and 200 of Private technical and non technical manager, supervisor, leader and top management telecommunication sector were taken.

Sampling Technique: Simple random sampling technique was used for the data collection in present study.

Tools used for data collection: - Data was collected with the help of questionnaire. Five point Likert scale Questionnaire relating to Employee Productivity was used by allocating values of 1,2,3,4,5 respectively to the responses "Strongly Disagree", "Disagree", "Neutral", "Agree", "Strongly Agree".

Tools used for data analysis:-

- Cronbach alpha reliability test was applied through SPSS 21 to test the reliability of the questionnaire.
- Independent sample t-test was applied to study the significant difference between the mean score of public and private two different groups.

DATA ANALYSIS AND RESULTS

Table: 1.1

Reliability Statistics: Employee Productivity

Cronbach's Alpha	N of Items
.832	11

15 items of employee productivity were tested and their reliability (Cronbach Alpha) was

found .710 and after dropping the four items (2, 6, 9, and 15) from the reliability (Cronbach Alpha) of 11

items were found .832 which is higher than standardized value .7, which shows the data is highly reliable.

To test the hypothesis, t-test was applied and its output is shown in the table. Levene’s test for equality of variances was evaluated through F test value 10.503 which was significant at 0.001 indicating that variances of the two groups were not equal

therefore T test assuming equal variances not assumed will be applied. The T value for equal variances not assumed was -36.643 which was significant at 0.000 indicating significant difference in employee productivity between public and private telecommunication sector employees and hypothesis was rejected.

Table: 1.2
Group Statistics: Employee productivity- Public and Private Telecommunication Sector

Group Statistics					
	Public and private sector	N	Mean	Std. Deviation	Std. Error Mean
EP_Total	Private telecom sector	200	30.5350	3.93142	.27799
	Public telecom sector	200	43.7800	3.26726	.23103

Table: 1.3
Independent Sample t-Test: Employee Productivity of Public and Private Telecommunication Sector Employees

		Levene's Test for Equality of Variance		t-test for Equality of Means						
		F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EP Total	Equal variances assumed	10.503	.001	-36.643	398	.000	-13.24500	.36146	-13.956	-12.534
	Equal variances not assumed			-36.643	385.10	.000	-13.24500	.36146	-13.956	-12.535

According to the study the employee productivity of public and private telecommunication sector employee was statistically examined. Private telecommunication sector employees were considered significantly less productive (M= 30.54) than public telecommunication sector employees (M= 43.78). Bhatia et al. (2014) found in his study that measuring productivity is very essential for judging long term effective capability of the banks. Productivity of any organization is the ability and willingness of economic unit to maximum production within given inputs and technology.

CONCLUSION AND SUGGESTION

Results of the study show that employee productivity of public and private telecommunication sector is significantly different. Absenteeism rate amongst employees, impatience of employees when they have to do a lot of work, employees focus on their job, employees efficiency in time management, employees capability of scheduling their work, employees efficiency in handling pressure of deadline,

employees self-imposed work load, social relationship amongst each other, employees ability to handle many task at the same time, employees ability to spend extra time at their work when required, employees willing to learn new things, employees willing to accept new ideas or approaches and employees work stress are the factors that have different factor for public and private sector employees with reference to employee productivity, perceived by the managers. Management should take proper action to motivate their employees for better productivity. Different test were applied on the data collected through questionnaire. Cronbach Alpha reliability test was applied to check the reliability of the questionnaire and independent sample t-test was used for comparison. The results indicate that questionnaire was reliable for study and there is significant difference in employee productivity in public and private sector employees.

AREA OF FURTHER RESEARCH

- The study was conducted to Madhya Pradesh telecommunication sector only, it can be conducted in all states of India or all around the world.
- The study on different public and private sectors can be conducted as Bank, Industries etc.
- The study on level of employee productivity in rural and urban areas telecommunication sector further can be undertaken.

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