

## A STUDY ON TRAINING AND DEVELOPMENT IN MARKETING AT AMTEX SOFTWARE SOLUTIONS IN CHENNAI

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**Abstract:** The procedure of improving the knowledge and skills of the workforce to allow them to accomplish their jobs efficiently. Therefore, training is a process whereby an individual obtains job-related skills and knowledge.

### 1. Introduction

Training takes place at various places in a business. Commonly, training is required to:

- Support new employees (“induction training”)
- Improve productivity
- Increase marketing effectiveness[1-8].
- Support higher standards of customer service and production quality
- Introduction of new technology, systems or other change
- Address changes in legislation
- Support employee progression and promotion

### 2. Research Methodology

#### **Research Design:**

Descriptive research comprises surveys and fact – finding investigations of different kinds. The major purpose of this research is description of businesses as it exists at present[9-12]

This study includes survey and enquires with employees about the various opinion and views.

#### **Population:**

The population size is 490

#### **Formulation Of Hypothesis:**

The Researchers establish their research by calculating and defining a research problem. This helps them give attention on the research method so that they can draw conclusions relating to the real world in the best probable way[13-15].

#### **Sampling Methods Sampling Units:**

The respondents, (i.e.) the existing employees of Amtex Systems INC, Chennai will be descriptive according to certain parameters[16-19].

#### **Sample Size:**

A Sample Size chosen was 50 for the research.

#### **Sampling Technique:**

Convenience sampling is a non-probability sampling technique where subjects are nominated because of their convenient accessibility and proximity to the researcher[20-21].

#### **Data Collection:**

Data was collected for this study from both Primary and Secondary sources.

#### **Primary Data:**

The primary data are those which are collected a fresh and for the first time and thus happens to be unique in character. The primary data is obtained from questionnaire.

#### **Secondary Data:**

The secondary data are those which are already collected by someone else. The various sources are technical and trade journals, books, magazines and websites.

#### **Research Instrument:**

The questionnaire collected from the employees has full information required for the research. All the information is analyzed and the information is converted in data and is presented in a tabular form. Percentages are collected for each data in the table and it gives a clear picture of each data collected from the employees for the research.

**Pilot Study:**

After designing the questionnaire, the pilot study was done for 20 respondents. There was no change in the questionnaire and so the research is continued with the same questionnaire.

**Tools For Analysis Percentage Analysis:**

It denotes to a special kind of ratio, percentage are used in making assessment between two or more series of data. Percentages are used to determine relationship between the series if data. Finding the relative difference becomes easier through percentage. It is expressed as,  
 Percentage of the Respondents =  $\frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} * 100$

**Chi-Square:**

It is a quantity to study the divergence of actual and expected frequencies. It is represented by the symbol  $\psi^2$ . Greek letter chi it describes the discrepancy theory and observation. The formula used is,

$$(\text{O}-\text{E})^2 \quad \psi^2 = \sum \text{-----}$$

**E**  
 Where “O” is the observed Frequency  
 “E” is the expected Frequency

**CHI SQUARE TESTS**

Chi Square on Training and Development prevailing in the Company

After training respondents contribution towards achieving the goal of the organization	After training respondents being able to perform their duty in the organization									
	Yes		Almost		Somewhat		Not at all		Highly ineffective	
	O	E	O	E	O	E	O	E	O	E
Yes	18	14.88	12	13.02	0	1.86	1	1.24	0	0
Made significant contribution	3	5.28	6	4.62	2	0.66	0	0.44	0	0
Contribution remained same	2	2.88	2	2.52	1	0.36	1	0.24	0	0
Did not teach me anything	1	0.96	1	0.84	0	0.12	0	0.08	0	0
Any other	0	0	0	0	0	0	0	0	0	0

**Hypothesis:**

**Null Hypothesis:** There is no significant difference between the respondent’s contribution towards achieving the goal of the organization and after training respondents being able to perform their duty in the organization.

**Alternative Hypothesis:** There is no significant difference between the respondent’s contribution towards achieving the goal of the organization and after training respondents being able to perform their duty in the organization.

The observed frequency (O) is the value obtained from the collected data and the expected frequency (E) is calculated using equation.

$$E = \frac{\text{Row total of the cell} \times \text{Column total of the cell}}{\text{Grand total}}$$

In the next step the corresponding values of O and E are calculated using the formula in equation

$$\psi^2 = \sum \frac{(\text{O}-\text{E})^2}{\text{E}}$$

## 2. Result

Here, the calculated value  $\psi^2$  is 12.34 and table value for degree of freedom is 16

[d.f = (c-1) (r-1) = (5-1) (5-1)] at 5% level of significance is 26.296

Since Calculated Value < Tabulated Value, Null Hypothesis is accepted i.e. there is no

Significant difference between the overall performance of the employees and the

Contribution towards achieving the goal of the organization after training.

- It is suggested to bring new outlook in training methods with more audio visual aids so as to make training programme more interesting and to reduce boredom.

- As the company follows the correct process it give training to all levels of employees it is suggested to the company the same process may continue in future also.

### Findings:

- Majority of employees like their job and company more.
- 48% of employee's those who are working in the organization are between 20-30 years.
- 48% of employee's have completed their graduation level in the organization.
- 70% of the employees those who are working in the organization belong to male gender.
- Majority of the employees are working in this company for 3-5years.
- 40% of the employees are getting monthly income between 20-30,000.
- Most of the employees in the organization have undergone on the job training

### Suggestion:

- It is suggested to the company to conduct more sessions for junior employees to improve their skills and talents[18-24].
- It is suggested to extend external training programmes in addition to the internal training to the employees.
- As the present training is based on previous experience of the employees and this was supported by majority of the employees and hence it is suggested to continue the same in the future also.
- It may be suggested to the company to include practical training methods like role play, committee assignments in order to improve skills of employees.
- Based on the study finding it is observed that many of the employees are satisfied with their existing training

programmes it is suggested to the company to continue the same in the future also.

- As the existing training and development programmes are observed good, it is suggested to the company to bring necessary improvements based on the environment changes.

## 3. Conclusion

Training helps people to learn new things differently and to do different things in this Knowledge-based economy, now the products are gradually increased Knowledge-intensive; for this the employers are answerable for giving Opportunities for sustained learning.

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