

USING MANPOWER MANAGEMENT PRACTICES THAT IMPROVE PRODUCTIVITY IN SERVICE SECTOR

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Abstract: Assessing of employee behavior would be in terms of job involvement, organisation commitment towards human resource inventory, best rapport among the workers and management, getting hold of competencies, contingent pay package. In this paper, it clearly focuses on how productivity reflects with the human resource utilization and management. In service sector productivity is intangible and it is very difficult to take an account of extent. It can be only identified by reaching customer expectation, loyalty and satisfaction towards the organisation service providence. It is possible only by the hands of manpower effectiveness and core competencies among the working situations. Productivity is directly related to employee behavior in the work place. Assessing of employee behavior is in terms of job involvement, organisation commitment towards HR inventory, best rapport among the workers and management, getting hold of competencies, contingent pay package. Major purpose of this paper is to ascertain the best practices that forever improvement in productivity and organisation vision through manpower usage. Employees are the preeminent part to attain organisation goals. Manpower practices are providing the ways to improve productivity of individual rather than organisational.

Keywords: Human resource utilization, job involvement, organisation commitment, core competencies. Employee behavior.

Introduction

The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction.

Market Size

The services sector is the key driver of India's economic growth. The sector contributed around 66.1 per cent of its Gross Value Added growth in 2015-16, thereby becoming an important net foreign exchange earner and the most attractive sector for FDI (Foreign Direct Investment) inflows. According to a report by leading research firm Market Research Store, the Indian telecommunication services market is expected to grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020.

The Indian digital classifieds industry is expected to grow three-fold to reach US\$ 1.2 billion by 2020, driven by growth in horizontal classifieds like online services, real estate and automobiles. Out of overall services sector, the sub-sector comprising financial services, real estate and professional services contributed US\$ 305.8 billion or 20.5 per cent to the GDP. The sub-sector of community, social and personal services contributed US\$ 188.2 billion or 12.6 per cent to the GDP.

Road Ahead

Services sector growth is governed by both domestic and global factors. The sector is expected to perform well in FY16. The Indian facilities management market is expected to grow at 17 per cent CAGR between 2015 and 2020 and surpass the \$19 billion mark supported by booming real estate, retail, and hospitality sectors. The performance of trade, hotels and restaurants, and transport, storage and communication sectors are expected to improve in FY17. Loss of growth momentum in commodity-producing sectors had adversely impacted transport and storage sectors over the past two years. The financing, insurance, real estate, and business services sectors are also expected to continue their good run in FY17. The growth performance of the community, social and personal services sector is directly linked with government expenditure and we believe that the government will remain committed to fiscal consolidation in FY16. Exchange Rate Used: INR 1 = US\$ 0.0149 as on September 21, 2016

Review of literature

Organ, 1988 , Podsakoff et al. (1997, 2006) The success of organisation depends how employee engages their working situations in the workplace environment with high affirmations of influencing others. Employee concentrates how to reach beyond expectations to compete in the real world scenario, Even though the managers can identify who extendedly perform their roles in providing virtual worth, recognition, appreciation of immense competencies.

Sloat (1999) every organisation needs best rather than better employees. Their attitude and personality shows the involvement and enthusiasm in work and also builds connections among employers and corresponding workers.

Vigoda (1999) Employee behavior must influence the accepting new challenges with new essence of doing something better in new trend voluntarily and spontaneously with self-learning. It also takes into account that the employee behavior molds only potential within the perfect relationship of supreme workers.

Hojops Odoch and Sudi Nangoli (2013) the employee behavior towards satisfaction and reaction may influence the factors that affect work assignment, responsibilities, tasks and duties. However satisfaction come only the employees how much feels and accepts the relative worth of receiving gains and giving utmost productivity.

Van Dyne and Pierce (2004), O'Driscoll et al. (2006) Effective behavior of employee concentrates on ideas, thoughts, actions, learning predisposition of events to achieve individual targets as well as organisation. Those all are helpful to make involve in the work at any complexities to their working modules.

Allen & Meyer (1990), Allen & Meyer, Cohen (2003) Organisational commitments simply have the employees as long as possible. This definition gives the actual meaning of emotionally (stay back) combining the employee loyalty towards responsibilities so that organisation allow employees to do work extendedly for mutual goal achievement. Employee behavior automatically concentrates on a strategic way of approaching one or more goal achievement.

Narteh (2012) Organisation commitment interrelates the employee commitment. Each position of high effort gives boundless opportunities towards the attainment of mutual purpose. Employee commitment refers to state of obeying set of organisational policies, rules, regulations, etc. and they are ready to take the challenges with passionate attachment.

Chris Musselwhite, (2008) It focuses on how to get the most out of the employees' contribution. This only possible through employee association towards tasks, appreciation in top level and increasing power of pay. For this employee concentrate on knowledge improvement, better leader, solve complexities, sort judgments make them comfortable and providing high perfection in the work.

Markos, Sridevi 2010 Oedekoven and Hay (2010) Employees sacred a lot of time in organisation well-being because of this reason only suggests that a good rapport among the worker and management interact with evaluation of economic status. Communication is the weapon between employee and management relation. Communication can build the relation or break the relation. Effective communication result oriented if not delays the all over content. Management reveals on concentration about employees, mutual way of transformation among worker and managers' focus on employee welfare and more challenges for better improvement. Managers can connect the employees to their community to share their experience, provide opportunities to learn new things, shows the way and goes the way, adaptive new culture and sets right path to achieve the organization's vision. Job satisfaction is the one of the asset to measure the high contribution of worker in working conditions. It is very hard to measure the level of fulfillment to the employee in terms of value, but only feels organisation human resource inventory sustainability level, which are not only helps to achieve greater productivity but also eradicates waste in utilization of HR inventory.

Objectives of the Study

- To study the practices that made effective productivity of the services company by manpower
- To review the logical relationship that would exist between employee behavior and organisational productivity
- To examine the interrelation between employee behavior in terms of job involvement and commitment
- To study the impact of contingent, pay on employee behavior in regard to being productive

Methodology

Research design adopted for the study is descriptive research. Since it is a conceptual study the source of data that has been used for the collection of data is secondary. Based on available review of literature and information related to employee behavior and its related factors that are explained in the abstract and review of literature as well, the study would enrich the concept of strategies for better improvement of productivity in terms of human resource activities.

Findings

The accomplishment of association depends how employee draws in their functioning circumstances in the work environment with high insurances of impacting others. Employee concentrates how to reach past desires to contend in this present reality situation, even however the supervisors can distinguish who extendedly play out their parts in giving virtual worth, acknowledgment, energy about enormous abilities.

Consolidating the Employee faithfulness towards obligations so association permit workers do work extender for shared objective accomplishment. Representative conduct consequently focuses on a key method for moving toward at least one objective accomplishment.

Inspiration and execution are the two words which all levels of individual are trusted to their greatest advantage of taking all the braver. It impacts the individual conduct to enhance the worth of effectiveness. That choice serves to workers to update quality and

take relative worth of fulfillment. Workers state of mind can coordinate the satisfaction of people how much difficulty and endeavors are to take accomplishment in a vocation generally having surrendered nature at work.

Discussions

Inspiration speculations propose the association and administration, to influence the execution of the person. In light of that worker expect more about their income if association demonstrates the imbalance in execution based pay causes disappointment with the goal that representative go about as a "divider on feline" for picking next choices.

Effect of relationship amongst representative and administration how appropriately gives the best come about with learning and impacting each other.so that specialist and administration moves with a decent affinity in work sharing, ideal sending of assets and focuses on shared objectives.

Correspondence is the weapon amongst representative and administration connection. Correspondence can manufacture the connection or break the connection. Viable correspondence result arranged if not defers the all over substance. Administration uncovers on fixation about representatives, common method for change among laborer and supervisors' concentrate on worker welfare and more difficulties for better change. Administrators can associate the representatives to their group to share their experience, give chances to learn new things, demonstrates the way and goes the way, versatile new culture and sets right way to accomplish the association's vision.

Work fulfillment is the one of the advantages for measure the high commitment of laborer in working conditions. It is difficult to gauge the level of satisfaction of the worker as far as esteem, however, just feels association human asset, stock manageability level, which are accomplishes more noteworthy efficiency as well as annihilates waste in usage of HR stock.

Conclusion

From the clear understanding of the study, it can be concluded that organizations unmistakably concentrate on how efficiency reflects with the human asset use and administration. In administration division profitability is impalpable and it is exceptionally hard to assess degree. It just distinguished by achieving organisation desire, faithful and fulfillment towards the association benefit provision. It's conceivable just the hands on labor adequacy and center skills among the working circumstances. Efficiency is straightforwardly identified with worker conduct in the work put. Evaluating of employee conduct is as far as occupation association, association duty towards HR stock, best compatibility among the specialists and administration, getting hold of abilities, unforeseen pay bundle.

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