

PERFORMANCE IN TELECOMMUNICATION INDUSTRIES IN CHENNAI

Master of Business Administration

by

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Register No. 40410222



DEPARTMENT OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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DEPARTMENT OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of STEJU AHIRSH A
(40410222) who carried out the project entitled "**PERFORMANCE IN
TELECOMMUNICATION INDUSTRIES IN CHENNAI**" under my supervision from
January 2022 to March 2022.

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INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I **STEJU AHIRSH A (40410222)** hereby declare that the Project Report entitled “PERFORMANCE IN TELECOMMUNICATION INDUSTRIES IN CHENNAI” done by me under the guidance of **Dr.JOHN PAUL M** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

The recruitment is the main function of HR department and the recruitment process is the first step towards making the competitive quality and the reclamation strategic advantage for the association. A quantitative system used to dissect this study, the experimenters prepared questionnaire and distributed at Telecommunication Companies in chennai. The ideal of this exploration paper is to determine the reclamation and selection procedures in associations, and chancing out the methodologies that are involved in the process. Also, chancing out how being good and having instruments affects the reclamation process, and how different criteria similar as gender, race, and culture effect on it as well. The check was conducted at Telecom Companies. Workers filled the check. Data was collected and Statistical Package for Social Lores (SPSS) interpretation 23 was used as the statistical analysis tool while descriptive statistics were calculated and used in the interpretation of findings. The population of this study is roughly 220 workers, The experimenters distributed 80 questionnaires, but questionnaires entered from actors, still only 60 questionnaires were duly filled out by the actors, consequently my sample size was originally a aggregate of (60) checks, and 0 was turned back which means 60 checks. Data for the exploration paper was collected through a questionnaire paper distributed to workers working at Telecom Companies. The Experimenters plant that there's no difference in campaigners' race and gender in internal creation at Telecommunication Companies in Erbil-Kurdistan, thus the experimenters answered the first exploration question, and the alternate exploration question which stated that Within our association, for alternate question the experimenters plant that the maturity of actors believed that selection styles used (operation forms, assessment centers, psychometric tests, interviews, CV data, references, group interviews) are important.

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CHAPTER – 1

INTRODUCTION

Recruitment is the process of attracting individuals on a timely basis in sufficient numbers and with appropriate qualification, to apply for jobs within an organization. The process of searching prospective employees with multidimensional skills and experience that suits organization strategies is fundamental to the growth of the organization, this demands more comprehensive strategic perspective recruitment.

Organizations require the services of large number of personnel, these personnel occupies the various positions created to the process of organization. Each position of the organization has certain specific contributions to achieve the organizational objectives. The recruitment process of the organizational has to be strong enough to attract and select the potential candidates with right job specification.

The recruitment process begins with human resource planning and concludes with the selection of required number of candidates, both HR staff and operating managers have responsibilities in the process.

5G is considered as fifth era portable system. It is the current worldwide remote standard next after 1G, 2G, 3G, and 4G systems. 5G approve a current day arrange that is outlined to connect basically everybody and everything together including distinctive sort of machines, items, and gadgets.

5G remote innovation have fundamental components like convey high multi-Gigabits every second most elevated information speeds, very low inertness, a great deal dependability, large system limit, greater accessibility, and a progressively steady client experience to more clients. Wireless communication has started in early 1970s. In next four decades, a mobile wireless technology has evolved from 1G to 5G generations. Fifth generation technology offer very high bandwidth that user never experienced before. The Fifth-generation technologies offer various new advanced features which makes it most powerful and in huge demand in the future.

1.2 Statement of the Problem

Above all the growth of India in this particular era has been fueled by telecommunication sector. The telecom sector has to be center if India wants to become entrepreneurial superstar. But the main question is why telecom industry right now is in so deep crisis and it looks like that Indian govt. instead of boosting telecom sector and making sure it remains competitive and healthy is also pushing the telecom commerce into debt burden and maybe to ultimate bankruptcy. The present study will explore the telecom crisis in India.

Chennai faces a myriad of health enterprises for the bottom of the aggregate population that doesn't have access to a responsive, quality, dependable, affordable healthcare and medicine inventories hence, there's need to give a responsive force of essential medicine to this population in Chennai, that form the maturity of donors, through an telecom sector.

To insure an effective supply chain, performance evaluation of the force chain must be accepted to advice operation of the processes involved. The healthcare sector is composed of complex sets of realities, conditioning and processes involving a wide range of participators, precedences and evaluation criteria. Governments invest a lot of money in healthcare directly or laterally and anticipate high quality services from this sector. In reality, the performance of the sector has been different and characterised by inefficiencies, low productivity and displeased guests.

Performance Dimension is an established conception that has taken renewed significance in a variety of organisations. Performance dimension systems have been developed as a means of monitoring and maintaining organisational control which ensures that an organisation pursues strategies that lead to the achievement of its overall targets and objects.

1.3 INDUSTRY PROFILE

Bharti Airtel Limited, commonly known as Airtel, is an Indian telecommunications company that operates in 20 countries across South Asia, Africa and the Channel Islands. It operates a GSM network in all countries, providing 2G or 3G services depending upon the country of operation. Airtel is the fifth largest telecom operator in the world with about 230.8 million subscribers across 19 countries at the end of June 2011. It is the largest cellular service provider in India, with over 169.18 million subscribers as of June 2011. Airtel is the 3rd largest in-country mobile operator by subscriber base, behind China Mobile and China Unicom.

Airtel is the largest provider of mobile telephony and second largest provider of fixed telephony in India, and is also a provider of broadband and subscription television services. It offers its telecom services under the Airtel brand and is headed by Sunil Bharti Mittal. Bharti Airtel is the first Indian telecom service provider to achieve this Cisco Gold Certification. To earn Gold Certification, Bharti Airtel had to meet rigorous standards for networking competency, service, support and customer satisfaction set forth by Cisco. The company also provides land-line telephone services and broadband Internet access (DSL) in over 96 cities in India. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore.

It is known for being the first mobile phone company in the world to outsource everything except marketing and sales and finance. Its network (base stations, microwave links, etc.) are maintained by Ericsson, Nokia Siemens Network and Huawei, business support by IBM and transmission towers by another company (Bharti Infratel Ltd. in India). Ericsson agreed for the first time, to be paid by the minute for installation and maintenance of their equipment rather than being paid up front. This enabled the company to provide pan-India phone call rates of Rs. 1/minute (US\$0.02/minute). Call rates have come down much further. During the last financial year [2009-10], Bharti has roped in a strategic partner Alcatel-Lucent to manage the network infrastructure for the Tele media Business.

1.3.1 Purpose of the Study

The purpose of this exploration was to assay a telecom sector and find out how integrated it's with other telecom industries mates, performance dimension systems in use and the pointers that were applicable in icing effective healthcare supply of essential drugs of the patron funded programs in furnishing healthcare affiliated products to bottom of the aggregate population in chennai.

1.3.2 Study Objectives

The study was guided by the following research objectives that offered guidance as regards collection of the required information on the research topic

- I. To explore integration of telecom in healthcare.
- ii. To investigate telecom performance evaluation approaches.
- iii. To explore key performance indices for the health care in telecom industries

1.3.3 Significance of the Study

This exploration will help understand the benefits of a performance dimension system in an intertwined force chain operation in furnishing essential healthcare medicines to bottom of the aggregate groups. It'll help determine the extent to which an intertwined supply chain has been achieved for the organisation and its supply chain mates and identify performance pointers suitable for performance dimension of healthcare telecom sector.

Through this exploration, academicians will profit from the knowledge generated to gain new perceptivity in the field of force chain operation in the areas of performance evaluation and dimension of integrated force chains in healthcare force chain hookups. From the colorful exploration questions and findings made, partnering organisations in supply chain assiduity will profit from learning on how to integrate their business conditioning, develop aligning strategies and develop applicable tools to measure and estimate performance of their telecom industries.

1.3.4 Chapter Summary

This chapter has looked at telecom operation and its significance to an ever evolving global business terrain. The chapter has offered description of terms that aren't common and this preface provides a companion on what the exploration shall concentrate on. Chapter two shall look at literature review on telecom operation particularly as respects to evaluation of telecommunication performance dimension systems. It'll also explore being studies and literature on the part of an intertwined telecom industries in structure business hookups. It'll compare and notice other works preliminarily covered on the content.

Chapter three identifies, defines and provides defense for the exploration design used in the study. It also provides the data collection instrument that was used and the population linked with slice frames, ways, size of the sample and data analysis styles. Chapter four provides an analysis of the findings and results from the data collected. The data presented makes use of quantitative and descriptive statistics to present the data gathered from the study. Chapter five discusses findings of the study and is grounded on the objects set out for the study. Major conclusions are handed as well as recommendations for farther studies.

CHAPTER – 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

Purkayastha, Kumar & Lu, (2017) with the base of 1.19 billion subscribers, the Indian telecom industry is the second largest telecom sector in the entire world. Furthermore, the industry has emerged as one of the most potential and rapidly growing sector within the country.

Panda & Shastri, (2016) has argued that India is also considered as the fourth largest application economy in the entire world. It can be stated that there are two significant reasons because of which the telecom industry of India is growing rapidly. The first and foremost factor or reason is linked with increasing demand of the consumers in the country. The customers in the Indian market are now looking forward to a telecom service provider who can offer services such as fast internet connectivity and efficient mobile data.

Panigrahi (2017) has critically argued that it is because of the increasing competition which has forced the existing market players to offer high quality of services at low prices to sustain in the marketplace. Apart from this, the policies and regulations of Indian government have also played a critical role in enhancing the growth rate of the Indian telecom industry or sector.

Amarawat et al. (2017) It has been identified that the policies have resulted in carrying out reform in the entire industry as the businesses were encouraged to improve their services in the best and every possible manner. The Indian government has been very supportive to mainly to the telecom sector, and this has further resulted in carrying out the smooth flow of all operations and activities in the sector.

Sharma & Pandey, (2015) the Indian government has taken almost every possible step to boost up the performance and growth of the telecom industry. The statement can be justified by the fact that Indian government has developed effective strategies with an objective to ensure easy accessibility of the telecom equipment.

Ali & Anwar (2021) Human resource planning to Internal recruiting because it is faster and easier to find needed employees when you planning to fill a vacant position on time and managers improve their decision making in the recruitment process using other choices.

Demir et al.(2020) Nothing is more disappointing the employee, who works hard to get promoted, to see someone new take over the position Deserved or desired.

Khan & Abdullah, (2019) Competent competitors are included to apply for job position. This Source is generally used to make recruitment for passage level occupations and skilled employments.

Othman et al. (2019) Recruitment is defined as a set of activities for an organization to catch the attention of job applicants that have the abilities needed to help the organization achieve its objectives and goals.

Hameed & Anwar, (2018) performance refers to the degree of achievement of the mission at work place that builds up an employee job. Organizations compete with one another, consciously seeking advantage.

Anwar & Climis, (2017) Poor performance ranking is interpreted by potential competitors as indications, that a practice does not work or a market does not exist thus inhabitant imitation and competition, thereby reducing the competitive pressure and improving relative performance.

Anwar & Qadir, (2017) Good performance rankings, on the other hand, not only stimulate admiration; they also encourage imitation and competition that tend to erode a favorable position, Organizations seek to emulate the performance successes of others by emulating their organizational Forms and practices.

Ali (2016) Like in a few associations therapeutic examination is done after definite choice while in other it might be done before conclusive choice.

Ali & Anwar(2021) Human resource planning to Internal recruiting because it is faster and easier to find needed employees when you planning to fill a vacant position on time and managers improve their decision making in the recruitment process using other choices.

Anwar, G., & Shukur, I. (2015) Job satisfaction and employee turnover intention: A case study of private hospital in Erbil. International Journal of Social Sciences & Educational Studies.

CHAPTER – 3

METHODOLOGY

3.1 RESEARCH METHODOLOGY

This exploration paper is grounded upon the primary data collected from the telecom industries. The sample unit of the exploration consists of responses from the 100 passed out scholars from telecom sector. A structured questionnaire was prepared after a thorough study of available literature and discussion with different faculty members and students. In this study convenience slice will be used to collect data. To dissect the data two of the statistical analysis tools in SPSS software will be used.

3.2 NEED, SCOPE AND OBJECTIVES NEED FOR THE STUDY

There have been significant changes in the Indian Telecommunications Sector, particularly after progression. Virtual player transfer, selection, switch from landline fixed for multifarious usage, gigantic flood in support numbers, DOT and TRAI strategy changes, privatisation, machinery change such as 3 G presentations, ruthless competition among administrators, combined efforts of administrators, flexible mobility numbers etc.

Innovation is central to the advanced desire of India and the relentless expansion of demand for speed, along with plans to clever urban environments, digital computerization, the associated gadgets make 5 G inevitable. In these lines, producing and receiving it quickly and efficiently is necessary for both administrators.

Scope of the study

The study explores the opportunities and challenges in the telecom sector and the implications of AGR and predatory pricing by Jio has been explored. The arrival of 5G technology its attributes and benefits to the society, how it could help in different domains to overcome adverse situations like covid-19 pandemic has been discussed using the past literature and newspapers articles and magazines. This study is exploratory in nature, it could be an initiative for other empirical studies in the telecom sector crisis.

3.3 LIMITATIONS OF THE STUDY

- The sample size is small.
- Brief study due to less time duration.
- The demographical variables effect on the depending variables are not studied .

3.4 GOOGLE FORMS

Forms are among the internet's most versatile tools. Whether you need a contact form or a checkout page, a survey or a student directory, a form is all you need to easily gather that information. With Google Forms, it only takes a few minutes to make one for free. Google forms along with Docs, Sheets, and Slides is part of Google's online apps suite of tools to help you get more done in your browser for free. It's easy to use and one of the simplest ways to save data directly to a spreadsheet, and it's the best sidekick to Google Sheets' spreadsheets.

3.5 PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. Used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter. The balance sheet accounts are assets, liabilities and stockholders' equity. Percentage Statement Analysis is an analysis which highlights important relationships in the percentage statements. Percentage Statement analysis embraces the methods used in assessing and interpreting the results of past performance and current percentage position as they relate to particular factors of interest in investment decisions.

Majorly the percentage error formula is used to determine how accurate the calculated value is by keeping in mind the actual value. I mentioned in a very rough language, it is the variation of the gap between the calculated value and the genuine value expressed in the form of a percentage. Commonly, the extent of the percentage error is expressed in the positive denominations, although having a negative percent error is not a wrong approach. Relying on the sign of the percentage error measure, it could be analyzed whether the calculated value is being paced below or higher to the actual value.

3.6 STATISTICAL ANALYSIS

Statistical analysis is the science of collecting, exploring and presenting large amounts of data to discover underlying patterns and trends. Statistics are applied every day in research, industry and government to become more scientific about decisions that need to be made.

Importance

Statistical analysis is a study, a science of collecting, organizing, exploring, interpreting, and presenting data and uncovering patterns and trends. Many businesses rely on statistical analysis and it is becoming more and more important. One of the main reasons is that statistical data is used to predict future trends and to minimize risks.

DESCRIPTIVE ANALYSIS

The descriptive statistic is used to describes the basic features of information and shows or summarizes data in a rational way. Descriptive statistics is a study of quantitatively describing. This type of statistics draws in all of the data from a certain population or a sample of it. Descriptive statistics can include numbers, charts, tables, graphs, or other data visualization types to present raw data. However, descriptive statistics do not allow making conclusions.

Inferential type

This type of statistical analysis is used to study the relationships between variables within a sample, and we can make conclusions, generalizations or predictions about a bigger population. In other words, the sample accurately represents the population. Moreover, inference statistics allows businesses and other organizations to test a hypothesis and come up with conclusions about the data. One of the key reasons for the existing of inferential statistics is because it is usually too hard to study an entire population of people or objects.

3.7 RESEARCH TESTS ANOVA

ANOVA in SPSS is used as the test of means for two or more populations. ANOVA in SPSS must have a dependent variable which should be metric (measured using an interval or ratio scale). ANOVA in SPSS must also have one or more independent variables, which should be categorical in nature.

CHI-SQUARE

The Chi-Square Test of Independence determines whether there is an association between categorical variables, whether the variables are independent or related. It is a nonparametric test. This test is also known as Chi-Square Test of Association.

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association. Simply put correlation analysis calculates the level of change in one variable due to the change in the other.

3.8 RESEARCH DESIGN

From the objective we have studied the educational supply chain management . To analyze this different data have to be collected from various such as in what way the ESCM plays a vital role in their industry and what are the barriers to implement this concept also been discussed.

3.9 HYPOTHESIS TESTING

H0 : There is no relationship between switching cost

H1 : There is a relationship between switching cost

H0 : There is no relationship between customer satisfaction

H1 : There is a relationship between customer satisfaction

H0 : There is no relationship between factors affecting the ranking of these service provider

H1 : There is a relationship between factors affecting the ranking of these service provider

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 GENDER

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Male	61	61%
2	Female	39	39%
TOTAL		100	100%

TABLE 4.1.1 representing Gender of the respondents

- Out of 100 respondents male respondents are 61.00 percentage and female respondents are 39.00 percentage

TABLE 4.1.2 AGE GROUP

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1.	18-28	37	37%
2.	29-38	24	24%
3.	39-48	33	33%
4.	49 and above	5	5%
TOTAL		100	100%

TABLE 4.1.2 representing Age group of the respondents

- Out of 100 respondents, 37.00 percentage of the respondents are aged between 18-28, 24.00 percentage of the respondents are aged between 29-39, 33.00 percentage of respondents are aged between 39-48 and 5.00 percentage of the respondents are at the age group of above 49.

TABLE 4.1.3 EDUCATIONAL QUALIFICATION

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Graduate	7	7%
2	Post-Graduate	23	23%
3	Doctorate	70	70%
TOTAL		100	100%

TABLE 4.1.3 Representing Educational qualification of the respondents

- ☐ Out of 100 respondents, 7.00 percentage of respondents belong to Under graduation, 23.00 of the respondents belong to Post-graduation and the remaining 70.00 percentage of the respondents are Doctorates.

TABLE 4.1.4 OCCUPATION

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Self employed	7	7%
2	Government	23	23%
3	Private	70	70%
TOTAL		100	100%

TABLE 4.1.4 Representing Occupation of the respondents

- ☐ Out of 100 respondents, 7.00 percentage of the respondents were private employees and 23.00 percentage of the respondents were government employees and 70.00 percentage of the respondents were self-employed

.1.5 INCOME

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	20,000-30,000	10	10%
2	21,000-40,000	27	27%
3	41,000-50,000	63	63%
4	Greater than 50,000	1	1%
TOTAL		100	100%

TABLE 4.1.5 representing of the respondents

- Out of 100 respondents, 10.00 percentage of the respondents comes under the category of income 20000 - 30000, 27.00 percentage of the respondents comes under the category of income between 31000 – 40000, 27.00 percentage of the respondents comes under the category of income 41000 – 50000 and 63.00 percentage of the respondent comes under the category of income above 50000.

4.2 STATISTICAL ANALYSIS

4.2.1 CORRELATION

FACTORS AFFECTING THE RANKING OF THESE SERVICE PROVIDER

H0: There is no relationship between factors affecting and service provider

H1: There is a relationship between factors affecting and service provider

Correlation				
			Factors affecting The ranking	Switching cost
Spearman's rho	Factors affecting The ranking	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	.002
		N	100	100
	Switching cost	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	.002	.
		N	100	100
**, Correlation is significant at the 0.02 level (2-tailed).				

Result :

From the table, It is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between factors affecting the ranking of these service provider

FACTORS AFFECTING THE RANKING AND CUSTOMER SATISFICATION

H0: There is no relationship between factors affecting and customer satisfaction

H1: There is a relationship between factors affecting and customer satisfaction

Correlation				
			Factors affecting The ranking	Customer satisfaction
Spearman's rho	Factors affecting The ranking	Correlation Coefficient	1.000	.502**
		Sig. (2-tailed)	.	.001
		N	100	100
	Customer satisfaction	Correlation Coefficient	.502**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

RESULT

From the table, It is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between factors affecting the ranking of these service provider

4.2.2 CHI SQUARE

FACTORS AFFECTING THE RANKING AND SWITCHING COST

H0: There is no association between factors affecting and switching cost

H1: There is an association between factors affecting and switching cost

		Chi-square and df	Fishers Exact Test	Total
	Factors affecting The ranking	Pearson	Sig 2 sided	
Switching cost	Strongly agree	5.0 & 5.5	.001	6
	Agree	5.0 & 5.5	.001	194
Total				200

From the table, It is interpreted that the significance value is 0.001, which was less than 0.5, So the null hypothesis rejected and alternative hypothesis got accepted with the chi square value 6.0 and 4.8. Thus, there is an association between factors affecting and switching cost

FACTORS AFFECTING THR RANKING AND CUSTOMER SATISFICATION

H0:There is no association between factors affecting and customer satisfication

H1:There is an association between factors affecting and customer satisfication

		Chi-square and df	Fishers Exact Test	Total
	Factors affecting The ranking	Pearson	Sig 2 sided	
Customer experience	Strongly agree	7.5 & 6.5	.001	20
	Agree	7.5 & 6.5	.001	180
Total				200

- From the table, It is interpreted that the significance value is 0.001, which was less than 0.5, So the null hypothesis rejected and alternative hypothesis got accepted with the chi square value 6.0 and 4.8. Thus, there is an association between factors affecting and customer satisfication

4.2.3 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factors affecting The ranking	Between Groups	1.783	6	.594	5.312	.001
	Within Groups	55.505	194	.112		
	Total	57.288	200			
Switching cost	Between Groups	1.739	111	.580	5.108	.002
	Within Groups	56.283	89	.113		
	Total	58.022	200			
Customer satisfaction	Between Groups	1.783	120	.594	5.312	.001
	Within Groups	55.505	80	.112		
	Total	57.288	200			

- Results states that, There is a relationship between dependent variable and independent variable because of the strong F value, which was greater than the significance value
- eco design $5.108 > 0.002$, employee competence $4.935 > 0.002$, Barriers $5.312 > 0.001$, Packaging $5.312 > 0.001$
- So the null hypothesis rejected and alternative hypothesis got accepted

CHAPTER – 5

RESULTS AND DISCUSSION

5.1 FINDINGS

Out of 100 respondents, Majority(61%) of the respondents are male, Majority(37%) of the respondents falls in category of 18-27 years of age. Majority(70%) of the respondents are graduated. Majority (70%) of the respondents working in private sectors. Majority(63%) of the respondents having income 40,000 to 50,000.

Out of 100 respondents, Majority(80%) of the respondents agreed that Manufacturing units in an industry get commitment and support for environment friendly practices from top management. Majority(60%) of the respondents agreed that practices will not affect the organizational growth and productivity. Majority(55%) of the respondents agreed that strategies strengthen the value chain of an organization it values environmental, social, and economic outcomes effectively. Majority(45%) of the respondents agreed that can improve organizational efficiency and increase organizations value resulting in greater organizational performance.

Out of 100 respondents, Majority(75%) of the respondents agreed that Organization conducts environmental training and awareness programs for employees to succeed in practices. Majority(55%) of the respondents agreed that Increased use of major heavy metals for manufacturing will affect the environment as well as the employees of an organization. Majority(55%) of the respondents agreed that Employees in industry should have clear view and knowledge about it to implement practices. Majority(56%) of the respondents agreed that Implementing practices in manufacturing units will not excess the work load of the employees.

Out of 100 respondents, Majority(78%) of the respondents agreed that Re-using and Re-cycling of materials or components for manufacturing will not affect the quality of product and it helps in cost reduction. Majority(53%) of the respondents agreed that Organization strives for eco friendly design and also strives to create a design support system to develop recycling friendly vehicle. Majority(70%) of the respondents agreed that Organization takes necessary actions in improving technologies for higher fuel economy and lower greenhouse gas emission. Majority(65%) of the respondents agreed that Purchasing environmental friendly materials for eco design manufacturing will not leads to increased operational cost.

Out of 100 respondents, Majority(81%) of the respondents agreed that Lack of technology, experience and innovative ideas about recycling is most common barrier in implementing practices. Majority(37%) of the respondents agreed that There is less government regulations and support for eco friendly practices in automobile industry. Majority(47%) of the respondents agreed that Organization try to adopt have to strive hard in convincing the stakeholders and it's not an easy task. . Majority(55%) of the respondents agreed that Implementing in the industry requires a lot of effort as it may involve a restructuring of the business processes and the product itself.

5.2 SUGGESTIONS

- Automobile industries had good knowledge on green supply chain management and strives to adopt the compatible ways of implementing/practicing the green supply chain in their manufacturing firm
- Funding from the government for implementing the concept and spreading the knowledge on the concept is necessary
- The management should train their employees to work with less wastage and for the safety of environment
- For the effective implementation of GSCM practices, every stakeholder has to contribute, than only we can protect our environment
- The organizations should go for the improvement of less common practices so as to compete with international market. They should start to prioritize to consider ISO 14001 certification, Green purchasing and reverse logistics
- Management should train their employees to work with less wastage and for the safety of environment.
- For the effective implementation of GSCM practices, every stakeholder has to contribute, than only we can protect

- Government should also frame certain policies to make organizational operations more environmental friendly like tax rebate, allowances and training on the environment safety
- To promote eco design products which as an activity that integrates environmental aspects into product design and development, the integrated activities lead to continual improvement of the environmental performance of the entire product through technological innovation
- Set rules for disposing automobile waste and consider more investment in recycle plants, Propagate GSCM knowledge and encourage using environmentally friendly goods and services.

5.3 CONCLUSION

This article gives an exhaustive audit of some ongoing activities toward a green, adaptable, and for the most part predominant 5G versatile correspondence standard. Significant issues, from an improved substitute for OFDMA to vitality productive D2D correspondence research tries, were quickly depicted. In any case, there are numerous issues that could not be introduced on account of room impediments.

The development of the mobile and wireless networks is going towards higher data rates and all-IP principle. Mobile terminals are obtaining each year more processing power, more memory on board, and longer battery life for the same applications. 5G include latest technologies such as cognitive radio, SDR, nanotechnology, cloud computing and based on All IP Platform. It is expected that the initial Internet philosophy of keeping the network simple as possible, and giving more functionalities to the end nodes, will become reality in the future generation of mobile networks, here referred to as 5G.

The prerequisites for resulting age of portable cell frameworks and along these lines the difficulties to turning out such frameworks. We began with a synopsis of the advancement of cell frameworks, enumerating how 2G, 3G, and 4G remote correspondence were intended for individual to-individual correspondence, improving pace and productivity with each new age. Following that presentation, we at that point talked about why 5G will be unique—as far as execution difficulties and novel empowering influences of 5G, similar to arrange densification, millimetre wave innovation, machine-type specialized, gadget to-gadget correspondences, and virtualization strategies. This new structure will at last reason billions of associated gadgets that are anticipated to be conveyed inside the mid-and long haul while keeping up and in any event, speeding up and asset proficiency.

To summarize, while guaranteeing that 4G LTE-Advanced Pro fulfils current and not so distant future client requests, the work toward 5G will proceed: ultra-quick information move speeds, low correspondence dormancy, higher system limit, and expanded vitality proficiency to help 5G applications, wearables, and IoT frameworks.

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PERFORMANCE IN TELECOMMUNICATION INDUSTRIES IN CHENNAI

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ABSTRACT

The recruitment is the main function of HR department and the recruitment process is the first step towards making the competitive quality and the recruitment strategic advantage for the association. A quantitative method used to analyze this study, the researchers prepared questionnaire and distributed at Telecommunication Companies in Chennai. The objective of this research paper is to determine the recruitment and selection procedures in organizations, and finding out the methodologies that are involved in the process. Moreover, finding out how being qualified and having certificates affects the recruitment process, and how different criteria such as gender, race, and culture effect on it as well. The survey was conducted at Telecom Companies. Employees filled the survey. Data for the research paper was collected through a questionnaire paper distributed to employees working at Telecom Companies. The researchers found that there is no difference in candidates' race and gender in internal promotion at Telecommunication Companies in Chennai.

Key Words: Recruitment, selection, telecommunication

I. INTRODUCTION

Recruitment is the process of attracting individuals on a timely basis in sufficient numbers and with appropriate qualification, to apply for jobs within an organization. The process of searching prospective employees with multidimensional skills and experience that suits organization strategies in fundamental to the growth of the organization, this demands more comprehensive strategic perspective recruitment. Organizations require the services of large number of personnel, these personnel occupies the various positions created to the process of organization. Each position of the organization has certain specific contributions to achieve the organizational objectives. The recruitment process of the organizational has to be strong enough to attract and select the potential candidates with right job specification. The recruitment process begins with human resource planning and concludes with the selection of required number of candidates, both HR

staff and operating managers have responsibilities in the process.

The recruitment process includes examining the necessities of work, drawing employee to that occupation, screening and selecting strategic worth, HR must understand what performance is important to the organization, be current in HR expertise on the important issues and lead the organization to better performance. In order to articulate its impact on organizational performance, so that the company knows what has been achieved as a result of HR, it must measure its impact and be a presence at the strategic level. Performance is a major multidimensional construct aimed to achieve results and has a strong link to strategic goals of an organization.

II. REVIEW OF LITERATURE

Ali & Anwar (2021) Human resource planning to Internal recruiting because it is faster and easier to find needed employees when you planning to fill a vacant position on time and managers improve their decision making in the recruitment process using other choices.

Demir et al.(2020) Nothing is more disappointing the employee, who works hard to get promoted, to see someone new take over the position Deserved or desired.

Khan & Abdullah, (2019) Competent competitors are included to apply for job position. This Source is generally used to make recruitment for passage level occupations and skilled employments.

Othman et al. (2019) Recruitment is defined as a set of activities for an organization to catch the attention of job applicants that have the abilities needed to help the organization achieve its objectives and goals.

Hameed & Anwar, (2018) performance refers to the degree of achievement of the mission at work place that builds up an employee job. Organizations compete with one another, consciously seeking advantage.

Anwar & Climis, (2017) Poor performance ranking is interpreted by potential competitors as indications, that a practice does not work or a market does not exist thus inhabitant imitation and competition, thereby reducing the competitive pressure and improving relative performance.

Anwar & Qadir, (2017) Good performance rankings, on the other hand, not only stimulate admiration; they also encourage imitation and competition that tend to erode a favorable position, Organizations seek to emulate the performance successes of others by emulating their organizational Forms and practices.

Ali (2016) Like in a few associations therapeutic examination is done after definite choice while in other it might be done before conclusive choice.

III. OBJECTIVES

- I. To assess the applicability of 5G during the turbulence in telecom sector.

- II. To describe the issues of AGR (Adjusted Gross Revenue) among the telecom operators.
- III. To study the new trends, technologies and innovation of Telecommunication industries.
- IV. To find the challenging factors in the implementation of telecom management.

V. METHODOLOGY

a. Research Design

A quantitative method used to analyze this study, the researchers prepared questionnaire and distributed at Telecommunication companies in chennai. The questionnaire consisted of two separate parts, the first parts of the questionnaire focus on demographic analysis and the second part consisted of questions related to the recruitment and training.

a. Sampling Design

Simple random sampling (SRS), popularly known as “random sampling”, includes the selection of samples at arbitrary from the sampling frame utilizing either random number tables or an internet arbitrary number generator.

b. Data Collection Method

In Primary data collection method comprises of the online survey method i.e., Google forms were used to collect the responds from the respondents and the structured questionnaire namely RFID Technology in forms such as Technological Adaptability, Reliability, Performances and Customer shopping experiences.

c. Statistical Tool

The main tools were used for statistical analysis were percentage analysis, ANOVA, Chi-Square, Correlation.

d. Conceptual Framework

The conceptual framework of technology like consumable buying decision based upon research gap and exhaustive review of literature into 3 variables of the study such as

- i. Switching cost
- ii. Customer satisfaction
- iii. Factors affecting the ranking of these service provider

b. HYPOTHESIS TESTING

H0 : There is no relationship between switching cost

H1 : There is a relationship between switching cost

H0 : There is no relationship between customer satisfaction

H1 : There is a relationship between customer satisfaction

H0 : There is no relationship between factors affecting the ranking of these service provider

H1 : There is a relationship between factors affecting the ranking of these service provider

c. LIMITATION

The sample size is small. The study time duration is less. The demographical variables effect on the depending variables are not studied. The data is collected on the online forms than hands on guide.

V. DATA ANALYSIS

- i. Switching cost
- ii. Customer satisfaction
- iii. Factors affecting the ranking of these service provider

FACTORS AFFECTING THE RANKING OF THESE SERVICE PROVIDER

Correlation				
			Factor s affecti ng The rankin g	Switchi ng cost
Spearma n's rho	Factors affectin g The ranking	Correlati on Coefficie nt	1.000	.402**
		Sig. (2- tailed)	.	.002
		N	100	100
	Switchi ng cost	Correlati on Coefficie nt	.402**	1.000
		Sig. (2- tailed)	.002	.
		N	100	100
**. Correlation is significant at the 0.02 level (2-tailed).				

Result :

From the table, It is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between factors affecting the ranking of these service provider

CUSTOMER SATISFACTION

Correlation				
			Factor s affecti ng The ranki ng	Custome r satisfacti on
Spearman's rho	Factors affecting The ranking	Correlation Coefficient	1.000	.502**
		Sig. (2-tailed)	.	.001
		N	100	100
	Customer satisfaction	Correlation Coefficient	.502**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Result :

From the table, It is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between customer satisfaction

VI SUMMERY OF FINDING

- Out of 100 respondents 33.00 percentage of respondents are aged between 45-55 and 6.00 percentage of the respondents are at the age crew of above 55
 - Out of 100 respondents, 10.00 percentage of the respondents comes under the category of income 20000 - 30000, 27.00 percentage of the respondents comes under the category of income between 31000 – 40000, 62.00 percentage of the respondents comes under the category of income 41000 – 50000 and 1.00 percentage of the

respondent comes under the category of income above 50000.

- Out of 100 respondents, 60.00 percentage of the respondents were private employees and 33.00 percentage of the respondents were government employees and 7.00 percentage of the respondents were self-employed

- Out of 100 respondents, 10.00 percentage of the respondents comes under the category of income 20000 - 30000, 27.00 percentage of the respondents comes under the category of income between 31000 – 40000, 62.00 percentage of the respondents comes under the category of income 41000 – 50000 and 1.00 percentage of the respondent comes under the category of income above 50000.

VII. CONCLUSION

Recruitment as being one of the major topics is required by most of the organization. Hence the study helped in understanding the various aspects of recruitment and selection process. In the sources of recruitment is effective, the internal selection of the organization also in an economical means which also reduce costs, only after looking the efficiency of the existing employee towards the company and his sincerity that employee will be selected the effective selection process is adopted in the last 5 years. It can be retained as such. Also the employees of Bharti Airtel are satisfied with the recruitment and selection process. Also they are well aware about the various sources and methods of recruitment and selection.

The prerequisites for resulting age of portable cell frameworks and along these lines the difficulties to turning out such frameworks. We began with a synopsis of the advancement of cell frameworks, enumerating how 2G, 3G, and 4G remote correspondence were intended for individual to-individual correspondence, improving pace and productivity with each new age. Following that presentation, we at that point talked about why 5G will be unique—as far as execution difficulties and

novel empowering influences of 5G, similar to arrange densification, millimetre wave innovation, machine-type specialized, gadget to-gadget correspondences, and virtualization strategies. This new structure will at last reason billions of associated gadgets that are anticipated to be conveyed inside the mid-and long haul while keeping up and in any event, speeding up and asset proficiency.

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