

A STUDY ON PRACTICES USED TO INSPIRE EMPLOYEES TO EMBRACE LOOMING TECHNOLOGIES

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

LINSHA.C
Register No.39410102



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona fide work of Ms. Linsha .C (39410102) who has done the Project work entitled, "A Study On practices used to inspire employees to embrace looming technologies" under my supervision from December 2020 to February 2021.

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DECLARATION

I, LINSHA.C, (39410102) hereby declare that the Project Report entitled, "A Study On PRACTICES USED TO INSPIRE EMPLOYEES TO EMBRACE LOOMING TECHNOLOGIES" done by me under the guidance of Dr. M. LAVANYA, (Internal) and Mrs. ANITHA DASS (External) at VENTURE LIGHTING INDIA LTD is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

LINSHA.C

ABSTRACT

The study is undergone at VENTURE LIGHTING INDIA LTD, CHENNAI. The industrial training which focuses towards imparts knowledge and practices exposure in the different areas of an organization. It enhances the knowledge level of the candidate wherein which they can apply practical knowledge in future carrier through this study.

It is an extraordinary opportunity to experience partial industrial environment, work discipline, team work, time management, quality controlling and to obtain a clear understanding of the theoretical knowledge from the company.

From this study at VENTURE LIGHTING INDIA LTD, CHENNAI it has been observed that the HR, and finance department aims to increase productivity and to play right person in right job, through proper channel of recruitment and training an employee. This I have practically noticed from this industrial training.

Primary data was collected with the help of a questionnaire. A detailed questionnaire was prepared for which data is collected from 150 employees of venture lighting India ltd in Chennai. Secondary data was collected by external source like books, newspapers, and journal. The statistical tool applied for this survey was the simple percentage method, chi square test. The data collected were presented in the form pie chart and bar charts and tables

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

In day-to-day life, there are a lot of upcoming technologies. In order to sustain the competition all the companies are trying to adopt to these changes. But employees can show resistance to changes. So the companies have to come up with new ideas in order to make their employees less resistant to changes and accept the new technologies without any hesitant nature in order to maximize their profit.

Introducing new technology to your team can be a daunting task, especially when it comes time to motivate employees to use it. It can even be scary.

If people have been doing things one way for years or even decades, it's usually not easy to get them to change their habits for the sake of new technology. Even if there are huge benefits to the new tools and even if the learning curve isn't very steep, you can still see pushback or apathy, or a combination of the two.

This presents a major challenge for managers because sometimes using new tools can radically improve a team's performance, efficiency, or effectiveness. Almost every kind of business — especially large, established firms — can see improvement in productivity by better use of technology. A study from MIT Sloan Management Review even found that managers see “digital transformation” as critical to their organization, but 63 percent said that the adoption of new technology was happening too slowly.

So how can you take a winning piece of technology and motivate employees to actually use it and eventually come to love it? We've found that it all comes down to the approach you use when rolling out something new. From selecting the technology to training and follow-up, each step is important in determining how it will be received.

Let's look at a few of the ways your organization can find ways to motivate employees to learn a new technology that actually gets used and isn't left on the shelf.

Adapting to change is never easy. This is particularly true in the workplace. Employees get used to things being done in certain ways, and when those ways begin to change, it can send them into a tailspin. This is not good for employee satisfaction or productivity. Managers have the unique opportunity and responsibility to help employees adapt to change as quickly and easily as possible.

Most companies are in a constant state of change. Company leaders are invested in moving organizations toward cultural change, increased sales, and growth. The only way these changes can be realized is with the full participation of employees, and this can only happen when workers are guided through the rough waters of transition.

1.2 INDUSTRY PROFILE

Lighting industry is industries that usually are less capital intensive than heavy industry and is more consumer oriented than business oriented, as it typically produces small consumer goods. Most light industry products are produced for end user rather than as intermediates for use by other industries.

Light industry requires fewer raw materials, space and power. While light industry typically causes little pollution, particularly compared to heavy industry, some light industry can cause significant pollution or risk of contamination. For example electronics manufacturing, itself often a light industry, can create potentially harmful levels of lead or chemicals wastes in soil without proper handling of solder and waste products (such as cleaning and degreasing agents used in manufacture)

The lighting market in India is evolving rapidly, moving from using conventional products to LEDs. This transition is driven by an increasing number of government initiatives for energy conservation, rising consumer awareness about energy efficient products, and innovative products offered by the industry that are in sync with the overall trend of digitisation. This evolution indicates a tectonic shift in technology from electrical to electronic. In turn, this may represent a significant

growth opportunity for companies offering electronics hardware/components and solutions used in LED lighting. This move to LEDs will also benefit prototype designer, electronics manufacturing services (EMS) providers and original equipment manufacturers.

In this report, we try to provide insights about India's LED lighting ecosystem, focusing primarily on market size, opportunities, major demand generating application, hindrance that impact growth, emerging technology trends and the impact of the goods and service tax (GST).

Lighting or illumination is the deliberate use of light to achieve a practical or aesthetic effect. Lighting includes the use of both artificial light sources like lamps and light fixtures, as well as natural illumination by capturing day light. Day lighting (using windows, skylights or light shelves) is sometimes used as the main source of light during daytime in buildings. This can save energy in place of using artificial lighting which represents a major component of energy consumption in buildings. Proper lighting can enhance task performance, improve the appearance of an area, or have positive psychological effects on occupants.

Venture Lighting India Limited is a subsidiary of Venture Lighting International Inc. USA which is an integral part of Advanced Lighting Technologies Inc. USA (ADLT). Venture Lighting International is primarily involved in the metal halide research, design and manufacturing operations and is internationally recognized as an innovator in the lighting industry.

Venture Lighting India Limited, located in the Madras Export Processing Zone (MEPZ) stated its manufacturing operations from 1998. With an establishment that operates the state-of-the-art manufacturing systems, aided by over 1000 well trained professionals, as well as a full-fledged R&D engineering team and facility. Venture marched right ahead, into a bright white future.

Venture Lighting India Ltd. is currently the largest manufacturer of Metal Halide Lamps in the Asia Pacific region, producing approx. 5,00,000 lamps, 2,00,000 ballasts and 2,00,000 ignitors every month, occupying manufacturing area of around 1,25,000 sq ft. for Lamps and 6,50,000 sq ft. for Ballasts & IBUs.

Venture Lighting India Ltd. Possesses an ISO 9001:2008 and ISO 14001:2004 certification as well as eight prestigious international regulatory approvals in keeping with the world's most stringent standards. Owing to these factors by large, Venture towers over every other manufacturer in terms of Quantity as well as Quality of its Metal Halide Lighting Systems.

Over a period of time, Venture has been aggressive in its endeavor to innovate and develop environment friendly Metal Halide lighting products designed for a wide range of Indoor & Outdoor applications.

We are considered as one of the largest manufacturers of Metal Halide Lamps Ballasts, Ignites & Systems in Asian markets. With our sophisticated manufacturing unit and dedicated team of professionals, we are capable of undertaking the whole production process in an effective manner. Each and every unit of the organization is backed by the latest machines and equipment to fabricate our range as per the exact requirements of the industry.

Over the years, we are able to meet the needs of our clients in a satisfactory way and thus have been able to acquire many prestigious clients in the domestic as well as international arena. All this is made possible due to the visionary guidance and strong support of our mentor Mr.Maruthi Rao.

GE holds the largest market share, followed by koninklijke Philips N.V and Cree, Inc. This is attributable to the production of various products with innovative lighting technology which allows the company to hold the large market share among the other light manufacturing companies. Furthermore, companies such as Panasonic corporation, OSRAM Licht SE, and Schneider Electric SE are working continuously on developing new products. Also, light manufacturing companies are investing more in their research and development departments to develop innovative products that consume less electricity and save costs.

1.3 COMPANY PROFILE

Venture lighting India limited is subsidiary of venture lighting international Inc, USA which is an integral part of advanced lighting technologies Inc, USA. Venture lighting international is primarily engaged in the metal halide research, design& manufacturing operations and is internationally recognised as the innovator in the lighting industry

Venture lighting India started its manufacturing operations in 1998 at the Madras Export Processing Zone (MEPZ-SEZ) Chennai. This facility has state of art machines backed by a full R&D Engineering team. Through continuous innovation the company has introduced several energy efficient products for numerous applications and won several awards.

Chennai facility is the only fully integrated metal halide lamp manufacturing facility in the country and also the largest manufacturer of metal halide lamps in the pacific rim. It has ISO 9001: 2008 and ISO 14001-2004 certification as well as eight prestigious international regulatory approvals meeting the world's most demanding standards.

Venture lighting have built great reputation as the disputed market leader in mental halide lighting industry. Customers across the global rely on us for our super quality and technical support. We are now bringing those same high standards to our new brand range to LED lighting with our VLED Lighting solutions you re assured of the most recent in LED technology promising huge energy saving and backed by our unrivalled service and warranty

Our north American headquarters includes a state -of- the -art development and new products manufacturing centre to support our leadership in originating new system. The company is part of advanced lighting technologies Inc. (ADLT) our sister companies feature complementary capabilities: APL Engineered Materials (APL) is a strategical supplier of halides, amalgams and other components to the lighting industry. Deposition sciences, Inc. (DSI) is a leader in sophisticated thin film coatings and deposition systems to the lighting industry.

Global perspective venture maintains a worldwide network of low cost, lean manufacturing facilities. Quality is sustained through control systems constructed

to meet ISO 9001 standards. Along with our premier lamp facility in north America. Our Indian facility, the largest metal halide plant in the Pacific Rim, produces both lamps and control gear.

BALLASTS, IGNITORS AND CONTROLS:

Venture lighting in India has added new highly efficiency control gear to the product line. These systems offer reduced current crest factor, resulting in longer life, higher lumen output, and quicker starting and greater efficiency. Venture combines years experience and leading edge technology to bring to the marketplace state of the art ballasts, ignitors and controls.

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Venture Lighting India Ltd

Figure 1.1

1.4 STATEMENT OF PROBLEMS

To generate enough revenue and to be self sustaining, companies tend to attain new and modern technologies for efficient service provision and optimum employment of resources. Although organizations are paying more attention to employees mental health, employees may have a tendency to resist changes

1.5 NEED OF THE STUDY

- ✓ You need to adopt new technology in your organization or risk falling behind your competitors.
- ✓ Some people, are quick with picking up new things, but some of your employees might not be as confident.
- ✓ You need to adopt new technology in your organization or risk falling behind your competitors.
- ✓ Some people, are quick with picking up new things, but some of your employees might not be as confident.

- ✓ To have an idea about the products.
- ✓ To have an idea about the organization structure of the company.
- ✓ To have an idea about the financial position of the company.
- ✓ To have an idea about the department functions of the company.

1.6 SCOPE OF THE STUDY

- Gain knowledge and precious experience in the entire networking and programming field which is related to commerce course learned to know the proper way and procedure to run an industry
- Understand the whole main operations of the firm from different angle and situation.

1.7 OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- ✓ To study how changes in technologies affect employees emotionally.

SECONDARY OBJECTIVE

- ✓ To help employees have more positive frame of mind.
- ✓ To help employees be more flexible.
- ✓ To reduce stress in working environment.
- ✓ To identify the function, duties, responsibilities and maintenance of each department.
- ✓ To get the training from industry professional who have years of experience and working in real time projects as well as share the same during the course of training
- ✓ Gives me the opportunity to apply actual practice on fundamental and concepts that I have learned through books.
- ✓ To know and understand the real work environment
- ✓ To understand the marketing mix of the company clearly.
- ✓ To know the full characteristics of products and preference of products in the current market.

1.8 LIMITATIONS OF STUDY

- Gaining the cooperation of the employees was difficult at the initial stages of the study as the employees were not aware of the topic of the study. Some employees were not able to understand the questionnaire.
- To solve this problem and make it understandable to all, the questionnaire had to be made in simple language and also with day today activities. Respondents were reluctant to give unbiased opinion fearing of the management. The data collected from the branches through questionnaire. The respondents were not able to spend the desired time with the researches. The Rater's decision on the employees was the final one. The problems like central tendency and other partiality towards the staff may be present.

CHAPTER-2

REVIEW OF LITERATURE

2.1. REVIEW OF LITERATURE

- ❖ **DROPLR** Altogether, these ideas to motivate employees are aimed to get them to use new technology independently rather than forced adoption. This is generally a better approach than trying to force your team to use a new system. Not only does that lead to less-than-enthusiastic (and probably sub-optimal) usage, but it can also create bigger problems within your team. At the end of the day, you just need to help your team see the value that technology brings to their day and also creates for the entire team. That's usually enough to get them excited about using a new tool.

- ❖ **Shawn Case more**, president and founder of Case more and Company, Inc., suggests that there are three secrets to getting employees through times of change:
 1. Ask for employees' feedback and ideas before you implement changes. "If an employee believes change is a direct result of his ideas or feedback, there is a better chance that he will accept the change," said Case more.
 2. When discussing coming changes with employees, emphasize the benefits it will have directly upon them, not just the company.
 3. Consistently focus on the positive aspects of corporate change. Case more wrote, "focusing continuously on the positive benefits (rather than the risks, pitfalls, and obstacles) has a better chance at creating buy-in as a result of the positive feelings this would create in employees."

- ❖ Time's article **Helping Employees Adapt to Strategic Change** says,

"Managers should change their own behaviour first (before implementing a strategic change) so that employees want to follow suit...they should create a sense that 'we

are all in this together' and become empathetic to employees' needs...by appealing to what makes people tick, you can achieve better results."

- ❖ **MARA HOOGERHUIS AND JILLIAN ANDERSON_** To prepare their people to help lead change, leaders need a workplace culture that lives and breathes adaptability -- a culture with agility in its DNA.
- ❖ **Gallup** defines behavioural economics as "the mathematical description of the role human nature plays in just about everything."When leaders understand human emotional dynamics -- including mindsets, behaviours and cultural norms -- they can create a work environment that energizes people to get ahead of change and push the organization forward.
- ❖ **ALBERTO LUGO_** Having your team adopt to new technology is hard. Employees are so accustomed to a way of work that even the slightest change fills them with anxiety, causing resistance. However, even though employees know that it's an important matter, they feel their leaders lack urgency or fail to share their vision of making the transition. Or maybe they have tried to implement new technologies with little or no success. If you want your business to move forward, it's time to help your team move from a steady routine to innovation.
- ❖ **SCOTT SPAN_** If users don't adapt to and adopt the new technology, it is wasted money, effort, and time. Your ROI tanks. User adoption is not just achieved by training users on how to use the new technology, it is achieved by gaining buy-in and commitment. By implementing new technology you are disrupting the daily routine of users. This causes frustration and resistance. If this is not addressed it leads to delays, slows customer response time, and creates employee and customer satisfaction issues.

- ❖ **MODIS_** According to an article by the June Kaminski in the Canadian journal of nursing informatics, the “diffusion of innovation refers to the process that occurs as people adopt a new idea, product, practice, or philosophy until a saturation point is achieved.” The theory sets out five categories that characterize how people adopt changes and the rate at which that occurs.

Josivania silva farias-The adoption of a new technology, which can result in innovation, is justified by the goal of “changing the organization's status quo in search of improvements” translated in offering a product or service satisfactory to the customer

Seeking improvements in order to remain competitive in the market, organizations today have found in the reorganization of its processes an alternative to meet cost-cutting requirements and improvement of its internal resources. Thus, the information system through information technology (IT) is an aid in the search for solutions and to identify opportunities for innovation and development

In this regard, state that “innovation in organizations usually involves changes in the culture and organizational behavior, resulting in change.” However, the change may not be committed to adopting new technologies and innovations do not take into account the essential steps to effect this process. The diffusion process of technologies and innovations is complex and, according to follows a set of stages that will be discussed in this paper. The conceptual framework for the decision-making process of innovations proposed by was adopted because this theoretical framework can also be used in the study of how individuals, groups or organizations adopt and diffuse technologies that can result in the proliferation of innovations in the case of be achieved demonstrable benefits. The new technologies have caused significant changes in the organizational production and those changes can be in episodic or continuous order, thus creating conditions for the occurrence of innovations indicated the need for further research focusing the process by which individuals adopt technologies and the factors influencing its use, as well as in understanding of the degree to which information systems (IS)

and information technology (IT) are perceived as successful (such as ERP) for organizations, in the adoption of technologies perspective.

This study may contribute to the extension of knowledge about the adoption of information systems and technologies (IT) applied to the management of non-profit organizations, proposing the improvement of the service offered to society. Often organizations have neglected the generation of learning and innovation, do not taking into account that these two capabilities can be fundamental in the search actions for sustainability in the market.

Considering the above-mentioned issues, this study aimed to describe, in view of the diffusion of innovations and technologies, the adoption process of an enterprise resource planning (ERP) a management system in a non-profit organization, considering hindering factors and facilitators of this process and possible innovations or gains

- ❖ **LAURENCE LAMARCHE_** the real challenge that faces business leaders lies in the adoption of the technology by their employees and its integration into business processes and corporate culture.
- ❖ **HARINI BANDARA_** If you fail to plan for how people will interact with new technology or adopt new ways of working, then you will ultimately fail to deliver against your new technology project objectives. Adoption and change management is a hot topic in many modern companies who are looking to evolve with technology and stay ahead of their competitors. Most organisations recognise they have skilled and talented people working for them and understand their ways of working as well as the technology being implemented.
- ❖ **MIMI LARKIN_** Because we understand the importance of successful technology adoption, we've architected our implementation and adoption programs follow our proven methodology and validated change management principles. In the first two months of the implementation process, the HR Acuity team guides clients on incorporating consistent processes and best practices to support this change, but also provides periodic assessments to measure their success.

- ❖ **NIKOS ANDRIOTIS**_ As the old saying has it, “time and tide wait for nobody”, and nowhere is that truer than in the way that new technologies emerge. Of course, it can’t be ignored, especially in business: You need to adopt new technology in your organization or risk falling behind your competitors. However, when you adopt it, then you also have to ensure that your workforce has no problems adapting to technological change. Some people, are quick with picking up new things, but some of your employees might not be as confident.
- ❖ **ANDREW H. VAN DE VEN**_ It is increasing being recognized that the process of adopting innovations in and by organisation is far more complex than it is by individuals. The former entails all the social, political, and bureaucratic complexities of large organisations, while the latter is largely a marketing effort that informs and persuades individual consumers of a desirable new product or procedure. Yet, the basic model that the most management scholars and practitioners appear to use in organizing their thoughts and actions about adopting innovations in organization is based on a model of individual innovation adoption. It is not surprising, therefore, that most innovation adoption efforts by organizations fail.
- ❖ **EDWARD MERCER**-many employees find themselves rushing to keep up with new software, programs and technological processes implemented in the workplace. By its very nature, technology evolves quickly, racing to address the new situations and problems created by the implementation of previous technologies, so that even young employees who enter the workplace with advanced technological skills can find themselves quickly falling behind the technological curve. Of course, regular and continuous technological training is the only solution to getting left behind, but you can also take a few short-term step to stay ahead of the curve.
- ❖ **MARIA MIHALIK**- Amy Williams was deeply involved in developing and executing an important communications plan for the American Society of Anesthesiologist As its director of marketing and communications, Williams made sure that tailored messages were crafted and sent out at carefully chosen times to the many different stakeholders who were depending on ASA for information that would affect their professional lives.

What made this communications plan different from others that Williams had led was the fact that her primary stakeholders were all under ASA's roof. Her mission: bring full transparency to staff as ASA implemented a new association management system that would affect nearly everyone in the organization.

By keeping staff apprised of every step of the transition, "we really eased their anxiety," says Williams.

- ❖ **JESSE WOOD**-New technology changes can have a positive impact not just on how people work, but on your office culture as well. But sometimes technology changes can intimidate and alienate employees who are comfortable working in traditional systems and procedures, and have trouble adjusting. It's normal for workers to at first be apprehensive to big changes when they've grown used to the way things have been done for years. That's why it's important to see things from their point of view and understand that change is tough, especially when it upheaves years of doing things with traditional processes.
- ❖ **JAYNE SMITH**- workplace technology has had a significant impact on businesses and organisations when it comes to development, automation and growth; continuing to shake up the modern workplace and workforce in 2020. Paving the way for the change, younger workers are arguably redefining what workers want from their employers, while employees struggle to adapt to a technological workplace.
- ❖ **DAVID GILBERT**-Staying up to date with the latest technologies is a cornerstone of any successful enterprise. While larger firms have well-funded research, engineering and IT departments that are capable of producing or upgrading to new advancements, small businesses must act largely on their own to accomplish the same task. However regardless of the size of the company, it's crucial that business owners remain flexible in any economic environment.
- ❖ **DANIEL NEWMAN**-People like routine. It minimizes stress, keeps us moving forward and provides a sense of comfort. In my experience, however, when we become too reliant on what's predictable, problems

arise. The same principle holds true for companies. Routine offers many benefits but being too relaxed is dangerous for those in the marketplace, as well as their employees. When businesses that have tended more toward routine than innovation start to shift towards a more digitally transformative approach, they often find they must fight hard to frame change in a positive light. But it doesn't have to be that way.

- ❖ **ALBERTO LUGO**-If you want your business to move forward, it's time to help your team move from a steady routine to innovation. These tips can help make your employees and your company more receptive to new technology.
- ❖ **SANKAR MEHRATRAA**-To compete in this global economy it is important to adopt latest technologies. Better technologies can improve the way of your business. To stay competitive with the employees and consumers, businesses should adopt technologies and upgrade it according to the world. By keeping in mind the needs and wants, companies need to change their strategies according to the customer because "CUSTOMERS ARE KING"
- ❖ **NIKOS ANDRIOTIS**-As the old saying has it, "time and tide wait for nobody", and nowhere is that truer than in the way that new technologies emerge. Of course, it can't be ignored, especially in business: You need to adopt new technology in your organization or risk falling behind your competitors. However, when you adopt it, then you also have to ensure that your workforce has no problems adapting to technological change.
- ❖ **CHELSEA SEGAL**-The rate at which technology trends evolve can be daunting for any business owner. It seems at times, that almost as quickly as a company adopts new technology, it's outdated, or a new version or product has already launched to take its place. With tech trends changing so quickly, it can be difficult to keep up, And while it may be tempting to follow the "if it's not broken, don't fix it" methodology, there are risks associated with lagging behind current technology trends. Technology is essential for any business to function efficiently and effectively.

- ❖ **KEVIN FABER**-Technology is a double-edged sword. On the brighter side, we have ever-changing and improving features because of the rapid evolution of technology. On the other hand, this very pace of technology and the rate at which it is getting updated can cause both developers and users to be left out and outdated if they do not keep up.
- ❖ **MIKE HUNTER**-After a technology rollout, management unrealistically expects to see improvement immediately. When there are more snags than progress, leaders become impatient and shift blame. New tech was brought in, promising improvement—but the people were left out of the equation. Everyone feels disheartened and disappointed. In this case, the problem wasn't the technology or the people; it was the implementation process. Fortunately, this is avoidable. Smart leaders put people first and protect the positive culture they've worked so hard to cultivate. Any productivity or efficiency leaps that you were hoping for won't be fully realized if you're left with a workforce that's frustrated and frazzled. Since technological infrastructure profoundly affects company culture, the strategy driving this big change (as with any change) should include a plan for employee adaptation and provide ample opportunity for feedback and collaboration.
- ❖ **TONY TAYLOR**-The rapid change in health care technology is a challenge to health care providers. Effectively adapting to change is not only the responsibility of the IT department, it also requires each employee to stay current with technology options. Does this mean reading every tech book or magazine that you can get your hands on? No, but it does require that staff approach changes in technology with an open mind and a willingness to adopt new (and often more efficient) practices! Whether change comes in the form of new hardware or new software (or a combination of the two!), the challenge is to help each individual successfully navigate the process.
- ❖ **LISA MAJDI**-Adapting to change can be tough. It's easy to get overwhelmed with the constantly changing landscape of new apps, new services, and new technology. As customer and workplace expectations shift, it's important that your business makes the adjustments necessary to keep ahead of the curve.

By keeping up-to-date on your tech essentials, you can make sure your business isn't left behind.

- ❖ **AMIT PRASAD**-Technological advancements have entirely reshaped the organizations by making their business processes highly integrated, and more streamlined. This is more so in case of small or medium enterprises. Run by a few people, small businesses need technology like nothing else. Technological advancements have facilitated these businesses in running their tasks smoothly and performing well than ever before. Not long ago, companies were in a mess as they had to deal with a lot of paperwork, meetings had to be held in rooms, travel expenses were incurred on client meetings and communication across the organization was not so easy. From the ways of communication to the methods of solution, technology has helped businesses come a long way. All the operational and communication issues have now been simplified and streamlined with the help of new technology. Businesses no longer need to take a pause in any of their tasks. Whatever barriers that used to be there a long time back, like the communication barrier, task-performing barriers, management barriers, or outsourcing barriers, have been overcome by the invention of technology. Internet and various software and applications have made it possible for the businesses to remain focused on their goals with no or negligible disruption by the day-to-day operational procedures.
- ❖ **KARLA GUTIERREZ**-We used to mostly learn through individual-based courses and activities. There were fellow students, yes, but these were kept to a minimum. With the introduction of new technologies, however, learning has shifted from an almost individual-only to a collaborative activity. we mean a situation in which two or more people learn or attempt to learn something together. Speaking of collaborative learning we think about problem-based, discussions, reflection and other ways in which students are an active part in the learning process.
- ❖ **RUTH HOFFMANN**-Whether it's connecting a business owner to their employees, or connecting those employees to each other, it's hard to deny that communication has taken on a new form today thanks to modern

technology. It's also a sector that keeps growing at a rapid pace, and it's worth paying attention to all the modern communication solutions that come out on the market. Businesses also have easier and more convenient access to a variety of services and products that can benefit them. Pay off debt is easier than ever, and it doesn't take a lot of effort to compare the best deals on the market.

- ❖ **ZACHARY SMITH-** Whichever path is the right one for you, I can't stress one point enough. Information is great to learn, but even better to use. Make sure you make time to review your learnings before you implement your newfound knowledge. Teams should work together on the overall strategy of the business. Don't just update something new without thoroughly communicating your initiatives to your entire business. Encourage them to adjust and adapt to your business and communicate how important it is to stay up to date on technology trends, too. After all, knowledge is power.
- ❖ **ANURAG-** handling employee concerns to generating actual revenue, innovators have to handle a dozen concerns. While there will always be early adopters and laggards in every organization, making an overall effective strategy involves taking everyone into consideration. The problem of wide-ranging questions and doubts tends to increase dramatically with the size of the organization and so does the challenges in implementation. The question arises how to manage technological changes and how to do it so smartly that there is negligible friction involved. To solve this we have come up with a 8 step approach to managing technological changes in enterprises. Though the focus is more on the large organizations, the principles of management will affect small and mid-size companies alike.
- ❖ **PHILIP BURGESS C SPACE-**organisations should focus less on the technology itself and more on training employees to be more broadly able to adapt to change. Technology will always be changing, and so will our workplaces organisation need to focus on helping their people develop the skills to deal successfully with change, become more resilient, unlearn old behaviour and adopt ones.

CHAPTER-3

RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH DESIGN

Research methodology is the specific procedure or techniques used to identify, select, process and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

According to Kothari," The research methodology is the systematic, theoretical analysis of the procedures applied to a field of study. It involves procedures of describing, explaining and predicting phenomena so as to solve a problem; it is the process or techniques of conducting research.

The authors define research methodology "as the strategy or architectural design by which the researcher maps out an approach to problem-finding or problem-solving".

Research design is the preparation of the design of the research. The approach adopted in this research is descriptive research or also known as survey research.

The research design refers to the overall strategy components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

The research methodology, which follows through which we find favorable result and it's backbone of the study.

A research design is the arrangement of conditions and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure the research design used in descriptive.

DESCRIPTIVE RESEARCH

Includes survey and fact. The major purpose of descriptive research is descriptive of state research had no control over the variables, research can only report what has happened or what is happening. A descriptive study is undertaken in order to ascertain and be able to describe are also undertaken to understand the characteristics of organization that follower certain common practices.

Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on a test or the number of times a person chooses to use a certain feature of a multimedia program or it can describe categories of information such as gender or patterns of interaction when using technology in a group situation. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.

3.2 SAMPLING TECHNIQUE

Sampling is the use of a subset of the population to represent the whole population or to inform about social processes that are meaningful beyond the cases, individuals or sites studied.

❖ NON-PROBABILITY

Among the non-probability sampling, the sampling used in this study was convenient sampling

❖ CONVENIENT SAMPLING

Convenient samplings are selected just because they are easiest to recruit for these study of their entire population. This report involves the sample collection based on convenience sampling, the most common of all sampling techniques

3.3 SOURCES OF DATA

Data collection is a systematic method of collecting and measuring data gathered from different sources of information in order to provide answers to relevant questions. An accurate evaluation of collected data can help researchers predict future phenomenon and trends.

Data collection can be classified into two, namely:

primary and secondary data.

- **Primary data** are raw data i.e. fresh and are collected for the first time. An advantage of using primary data is that researchers are collecting information for the specific purposes of their study. In essence, the questions the researchers ask are tailored to elicit the data that will help them with their study. Researchers collect the data themselves, using surveys, interviews and direct observations.

In the field of workplace health research, for example, direct observations may involve a researcher watching people at work. The researcher could count and code the number of times she sees practices or behaviours relevant to her interest; e.g. instances of improper lifting posture or the number of hostile or disrespectful interactions workers engage in with clients and customers over a period of time.

✓ **Surveys**

Survey is another method of gathering information for research purposes. Information are gathered through questionnaire, mostly based on individual or group experiences regarding a particular phenomenon.

There are several ways by which this information can be collected. Most notable ways are: web-based questionnaire and paper-based questionnaire (printed form). The results of this method of data collection are generally easy to analyse.

✓ **Questionnaire**

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent.

A questionnaire may or may not be delivered in the form of a survey, but a survey always consists of a questionnaire.

- **Secondary data**, on the other hand, are data that were previously collected and tested. here are several types of secondary data. They can include information from the national population census and other government information collected by Statistics Canada. One type of secondary data that's used increasingly is administrative data. This term refers to data that is collected routinely as part of the day-to-day operations of an organization, institution or agency. There are any number of examples: motor vehicle registrations, hospital intake and discharge records, workers' compensation claims records, and more.

Compared to primary data, secondary data tends to be readily available and inexpensive to obtain. In addition, administrative data tends to have large samples, because the data collection is comprehensive and routine. What's more, administrative data (and many types of secondary data) are collected over a long period. That allows researchers to detect change over time.

The type of data researchers choose can depend on many things including the research question, their budget, their skills and available resources. Based on these and other factors, they may choose to use primary data, secondary data—or both.

3.4 STRUCTURE OF QUESTIONNAIRE:

Questionnaire design, which takes place after compiling the survey budget and determining the sampling frame and before training enumerators, plays a critical role in determining data quality. A well -designed questionnaire results from careful planning, consideration of analysis and indicators close review of existing questionnaires, survey pilots, and team and partner review. This page will outline the process and guidelines of designing a questionnaire and provide insight into how to address challenges to measurement. A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to

collect information from a respondents. A research questionnaire is typically a mix of close ended questions and open ended questions. Open-ended, long-form questions offer the respondents the ability to elaborate on their thoughts. Research questionnaires were developed in 1838 by the statistical society of London.

The data collected from a data collection questionnaire can be both qualitative as well as quantitative in nature. A questionnaire may or may not be delivered in the form of a survey, but a survey always consists of a questionnaire.

3.5 SAMPLE SIZE

A small size of 150 employees has been taken in this study.

3.6 PERIOD OF STUDY

The period of the study is 3months

3.7 POPULATION

The population is all the employees of venture lighting India LTD.

3.8 ANALYTICAL TOOLS

The following tests and statistical tools were used for the analysis of the data.

Descriptive Analysis

- Percentage analysis method

Inferential Analysis

- Chi-square method
- Weighted average method

CHAPTER-4

PERCENTAGE ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1: TABLE SHOWING AGE OF THE RESPONDENTS.

Age	No of respondents	Percentage (100%)
20-30 years	94	62.65
31-40 years	23	15.34
41-50 years	23	15.34
50 years and above	10	6.67
Total	150	100

SOURCES: PRIMARY DATA

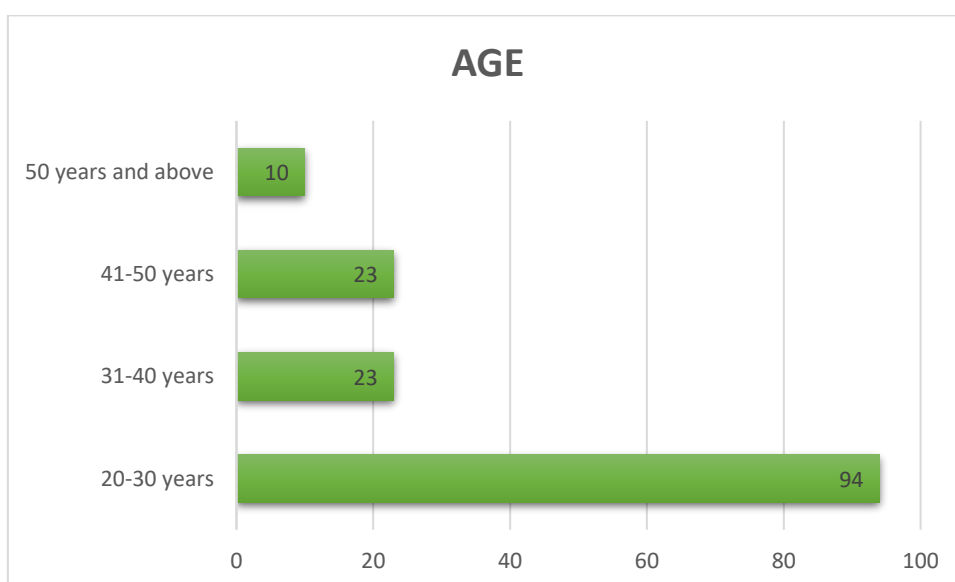


CHART 4.1: AGE OF THE RESPONDENTS.

INTERPRETATION: From the above table interpreted that 63.3% of the respondents falls below above 20-30 years category, 15.3% of the respondents are

in the age category of 31-40 years ,15.3% of the respondents fall in the age category of 41-50 years, 6% fall in the age category of 50 years and above

INFERENCE: Majority of the respondents are above 20-30 years

TABLE 4.2: TABLE SHOWING GENDER OF THE RESPONDENT

Gender	No of respondents	Percentage (100%)
Male	66	44
Female	84	56
Total	150	100

SOURCES: PRIMARY DATA

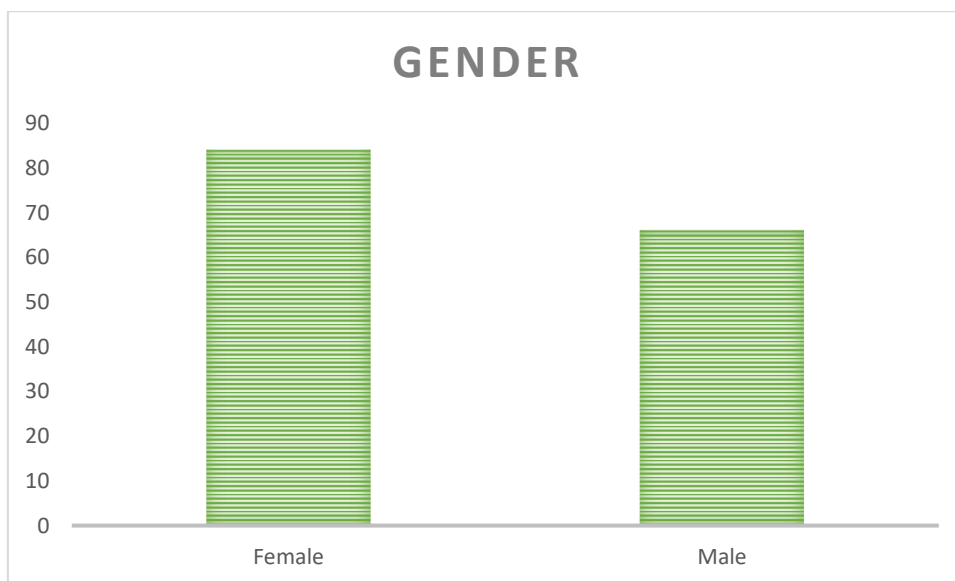


CHART 4.2: GENDER OF THE RESPONDENTS

INTERPRETATION: From the above table 44% respondents are male and rest of the 56% is female respondents.

INFERENCE: Majority of the respondents are female

TABLE 4.3: TABLE SHOWING EDUCATION QUALIFICATION OF THE RESPONDENT

Qualification	No of respondents	Percentage (100%)
Diploma	20	13.35
HSC	19	12.67
SSLC	11	7.34
Under graduate	49	32.64
Education	51	34
Total	150	100

SOURCES: PRIMARY DATA

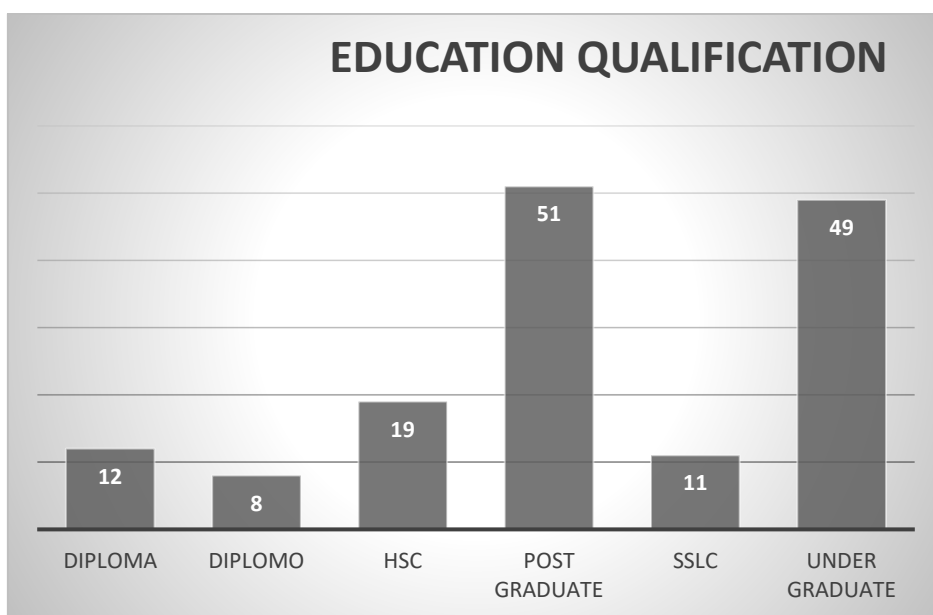


CHART 4.3: EDUCATION QUALIFICATION OF THE RESPONDENTS.

INTERPRETATION: From the above table 6.7% of the respondents are SSLC, 12.7% of the respondents are HSC, 32.7% of the respondents are undergraduate, 34.7% of the respondents are postgraduate, 8% of the respondents are diploma.

INFERENCE: Majority of the respondents are postgraduate.

TABLE 4.4: TABLE SHOWING WORK EXPERIENCE OF THE RESPONDENTS

Work experience	No of respondents	Percentage (100%)
Below one year	55	36.65
1-2 years	31	20.67

2-3 years	11	7.34
3-4 years	17	11.34
4 years and above	36	24
Total	150	100

SOURCES: PRIMARY DATA



CHART 4.4: WORK EXPERIENCE OF THE RESPONDENTS

INTERPRETATION: From the above table 36.7% of the respondents are below 1year experience, 19% of the respondents are 1-2year experience ,11.3% of the respondents are 3-4year experience, 23.3% of the respondents are 4 years and above.

INFERENCE: Majority of the respondents are below 1 year

TABLE 4.5: TABLE SHOWING AVERAGE WORKING HOURS IN A WEEK OF THE RESPONDENT.

Working hours	No of respondents	Percentage (100%)
40-50 hrs	76	50.66
51-54 hrs	29	19.34
55-60 hrs	36	24
60+ hrs	9	6
Total	150	100

SOURCES: PRIMARY DATA

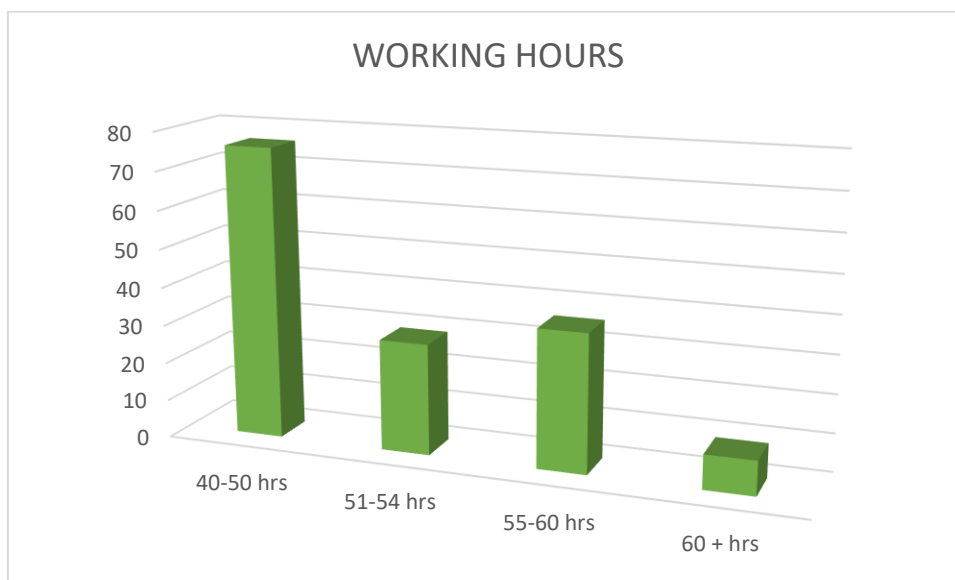


CHART 4.5: WORKING HOURS OF THE RESPONDENTS.

INTREPRETATION: From the above table 50.7% of the respondents work 40-50 hrs, 20% of the respondents work for 51-54 hrs, 23.3% of the respondents work for 55-60 hrs, 6% of the respondents work for 60+hrs.

INFERENCE: Majority of the respondents work 40-50hrs

TABLE 4.6: TABLE SHOWING I HAVE A CLEAR UNDERSTANDING OF MY COMPANY GOALS

Company goals	No of respondents	Percentage (100%)
Strongly agree	20	13.35

Agree	69	46
Neutral	43	28.67
Strongly disagree	5	3.34
Disagree	13	8.67
Total	150	100

SOURCES: PRIMARY DATA

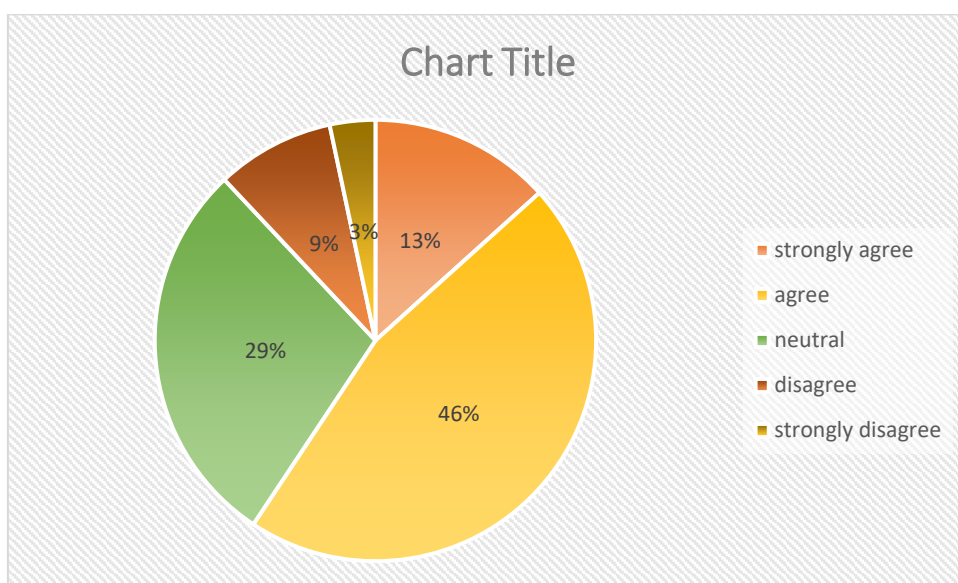


CHART 4.6: I HAVE A CLEAR UNDERSTANDING OF MY COMPANY GOALS

INTERPRETATION: From the above table 13% of the respondents strongly agree, 46% of the respondents agree, 29% of the respondents neutral, 9% of the respondents are disagreeing, 3% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing.

TABLE 4.7: MY JOB GIVES ME A SENCE OF PERSONAL ACCOMPLISHMENT

Personal accomplishment	No of respondents	Percentage(100%)
Stongly agree	20	13.34
Agree	69	46
Neutral	43	28.67
Stongly disagree	5	3.34

Disagree	13	8.65
Total	150	100

SOURCES: PRIMARY DATA

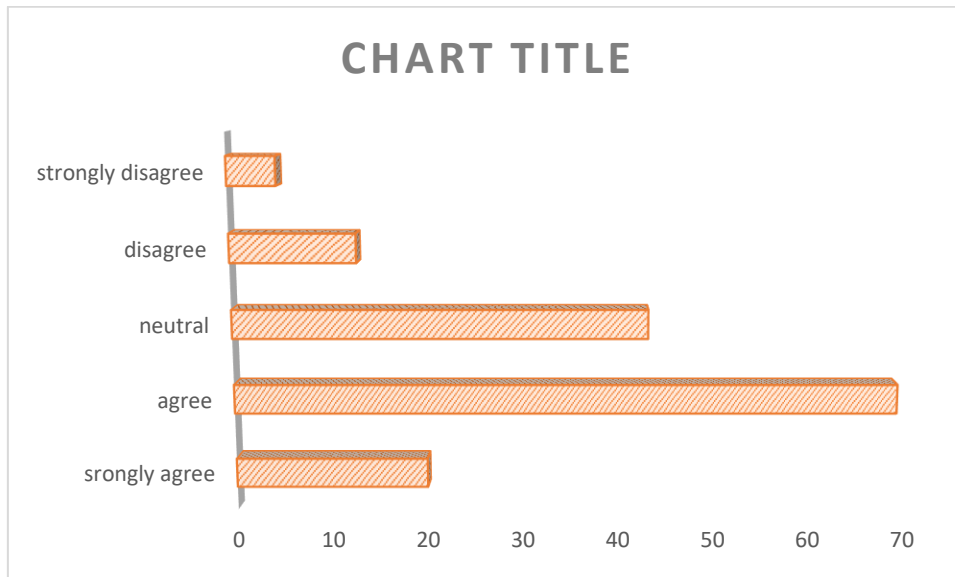


CHART 4.7: MY JOB GIVES ME A SENSE OF PERSONAL ACCOMPLISHMENT

INTERPRETATION: from the above table 13.3% of the respondents are strongly agreeing, 46% of the respondents are agreeing, 28.7% of the respondents are neutral, 8.7% of the respondents are disagreeing, 3.3% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing.

TABLE 4.8: MY JOB MAKES GOOD USE OF MY SKILLS AND ABILITIES

Skills and abilities	No of respondents	Percentage (100%)
Strongly agree	22	14.66
Agree	66	44
Neutral	38	25.34
Strongly disagree	3	2
Disagree	21	14
Total	150	100

SOURCES: PRIMARY DATA

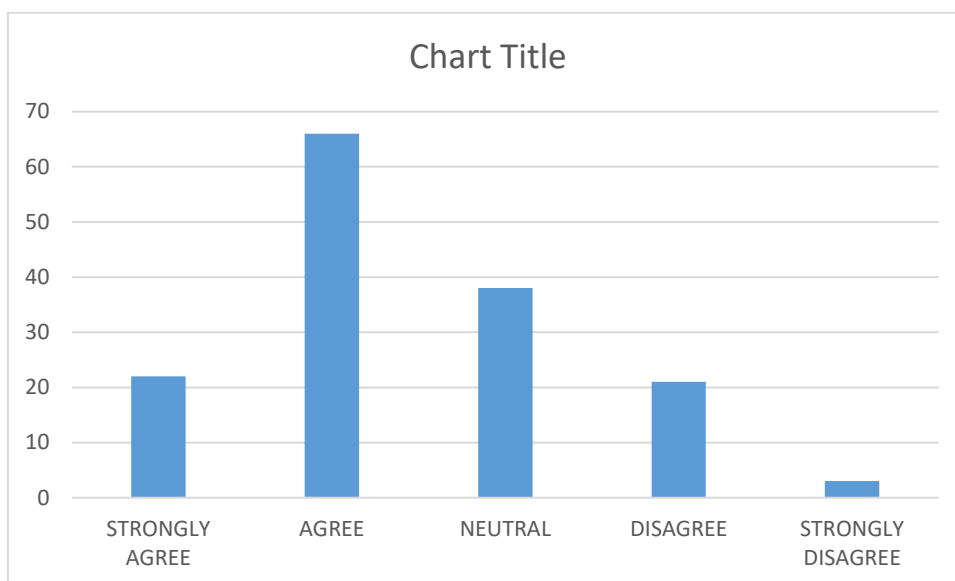


CHART 4.8: MY JOB MAKES GOOD USE OF MY SKILLS AND ABILITIES

INTERPRETATION: From the above table 14.7% respondents of the are strongly agreeing ,44% respondents of the are agreeing, 25.3% of the respondents are neutral, 14% of the respondents are disagreeing, 2% of the respondents are strongly disagree.

INFERENCE: Majority of the respondents are agreeing.

TABLE 4.9: I FEEL GOOD WHEN MY COMPANY COMES UP WITH NEW AND BETTER WAYS OF DOING THINGS

Better ways of doing things	No of respondents	Percentage (100%)
Strongly agree	28	18.67
Agree	67	44.67
Neutral	35	23.34
Strongly disagree	4	2.67
Disagree	16	10.65
Total	150	100

SOURCES: PRIMARY DATA

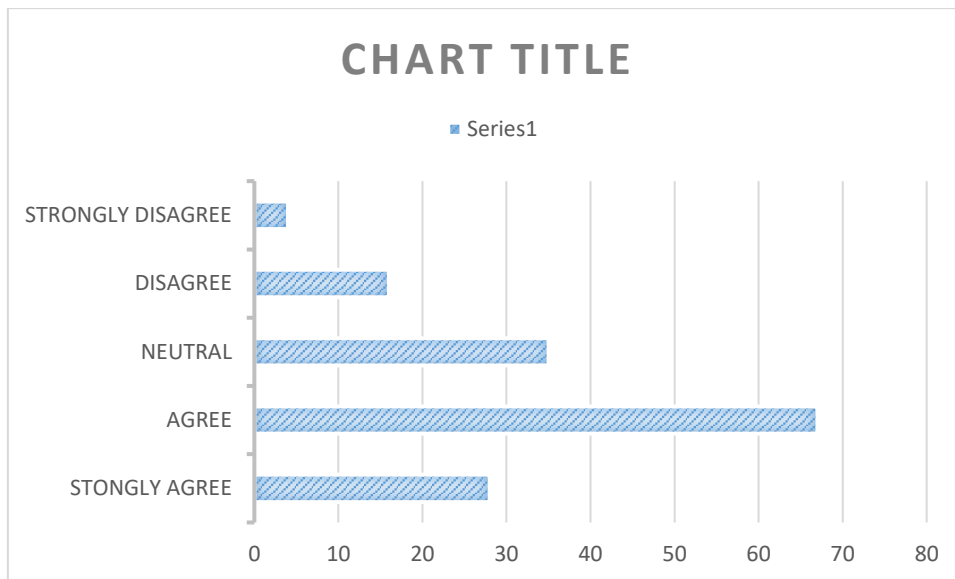


CHART 4.9: I FEEL GOOD WHEN MY COMPANY COMES UP WITH NEW AND BETTER WAYS OF DOING THINGS

INTERPRETATION: From the above table 18.7% respondents are strongly agreeing, 44.7% respondents are agreeing, 23.3% respondents are neutral, 10.7% respondents are disagreeing, 2.7% respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing.

TABLE 4.10: I AM FREQUENTLY FACING MENTAL AND PHYSICAL PROBLEMS BECAUSE OF TECHNOLOGICAL CHANGES

Problems faced	No of respondents	Percentage (100%)
Never	18	12.00
Rarely	48	32.00
Sometimes	62	41.32
Often	20	13.34
Always	2	1.34
Total	150	100

SOURCES: PRIMARY DATA

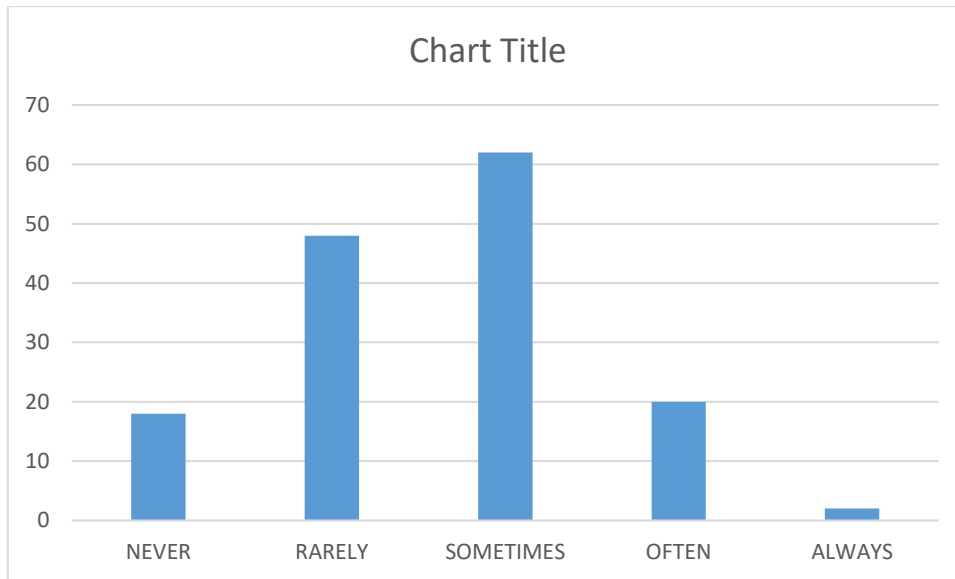


CHART 4.10: I AM FREQUENTLY FACING MENTAL AND PHYSICAL PROBLEMS BECAUSE OF TECHNOLOGICAL CHANGES

INTREPRETATION: From the above table 18%of the respondents are never ,32% of the respondents are rarely ,41.3% of the respondents are sometimes ,13.3%of the respondents are often,1.3% of the respondents are always.

INFERENCE: Majority of the respondents are sometimes

TABLE 4.11: I ENJOY USING TECHNOLOGY

Using technology	No of respondents	Percentage (100%)
Strongly agree	27	18
Agree	62	41.33
Neutral	37	24.67
Strongly disagree	6	4
Disagree	18	12
Total	150	100

SOURCES: PRIMARY DATA

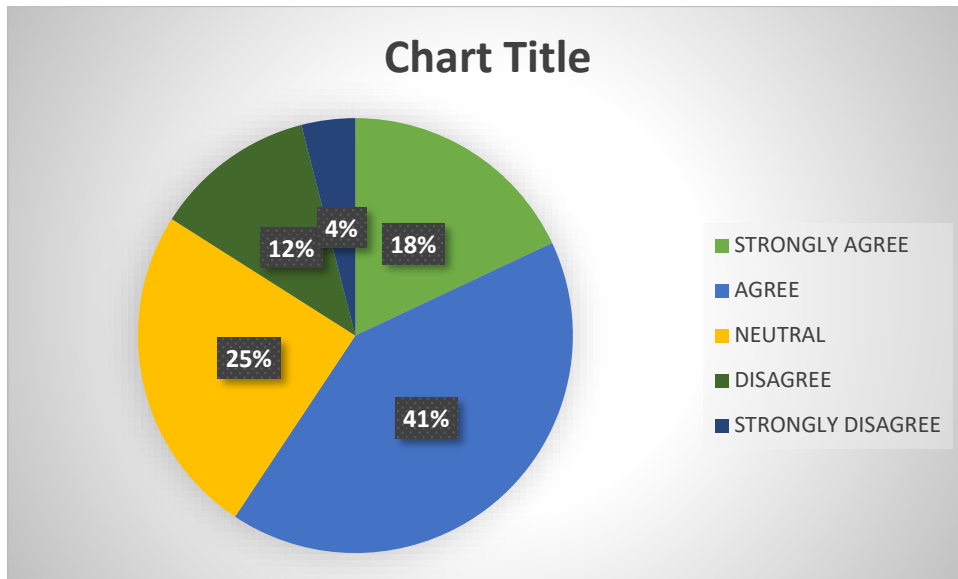


CHART 4.11: I ENJOY USING TECHNOLOGY

INTERPRETATION: From the above table 18% of the respondents are strongly agreeing, 41.3% of the respondents are agreeing with that, 25% of the respondents are neutral, 12% of the respondents are disagreeing 4% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing

TABLE 4.12: TECHNOLOGY INTIMIDES AND THREATENS ME

Technology intimates and threatens me	No of respondents	Percentage
Strongly agree	11	7.34
Agree	41	27.34
Neutral	52	34.67
Strongly disagree	21	14
Disagree	25	16.65
Total	150	100

SOURCES: PRIMARY DATA

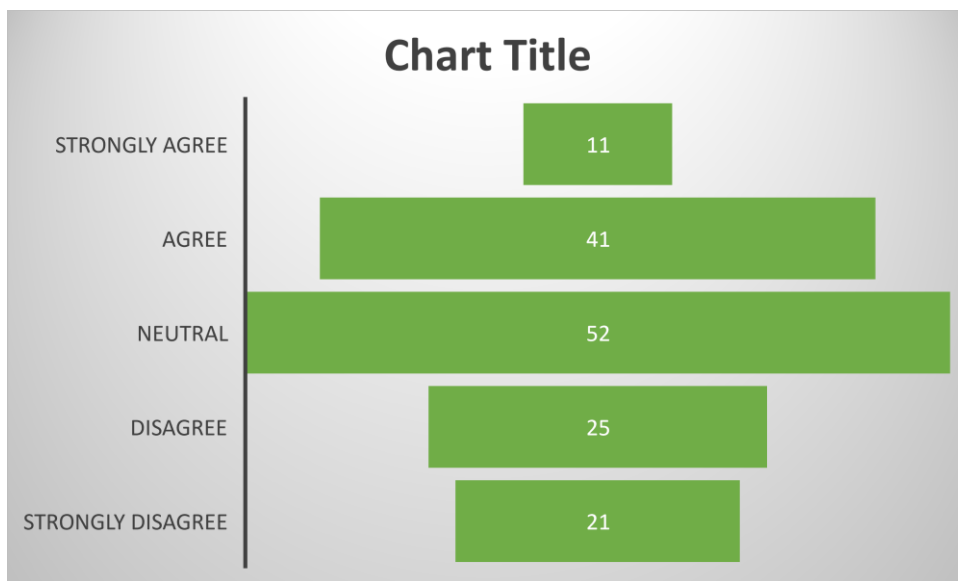


CHART 4.12: TECHNOLOGY INTIMIDES AND THREATENS ME.

INTREPRETATION: From the above table 7.3% of the respondents are strongly agreeing ,23% of the respondents are agreeing, 34.7% of the respondents are neutral, 16.7% of the respondents are disagreeing ,14% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are neutral.

TABLE 4.13.I KNOW THAT TECHNOLOGY CAN HELP ME TO LEARN MANY NEW THINGS

Learn new things	No of respondents	Percentage (100%)
Strongly agree	27	18
Agree	71	47.34
Neutral	30	20
Strongly disagree	9	6
Disagree	13	8.66
Total	150	100

SOURCES: PRIMARY DATA

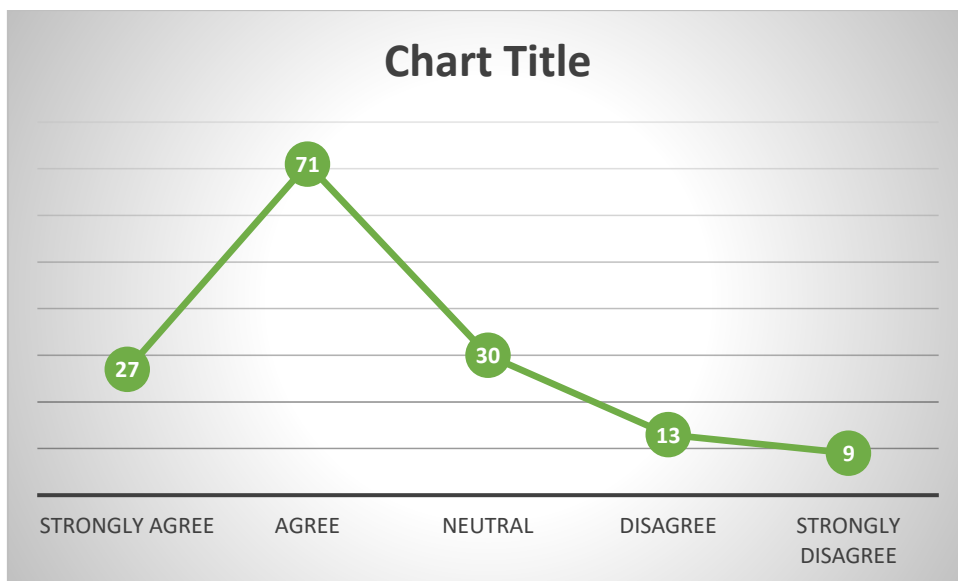


CHART 4.13.I KNOW THAT TECHNOLOGY CAN HELP ME TO LEARN MANY NEW THINGS

INTREPRETATION: From the above table 18% the respondents are agreeing ,20%of the respondents are neutral, 8.7%of the 18% of the respondents are strongly agreeing ,47.3% of respondents are disagreeing ,6% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing

TABLE 4.14: I WOULD BE A BETTER EMPLOYEE IF I KNEW HOW TO USE TECHNOLOGY PROPERLY

Better employee-use technology	No of respondents	Percentage (100%)
Strongly agree	22	14.67
Agree	63	42
Neural	47	31.34
Strongly disagree	08	5.34
Disagree	10	6.65
Total	150	100

SOURCES: PRIMARY DATA

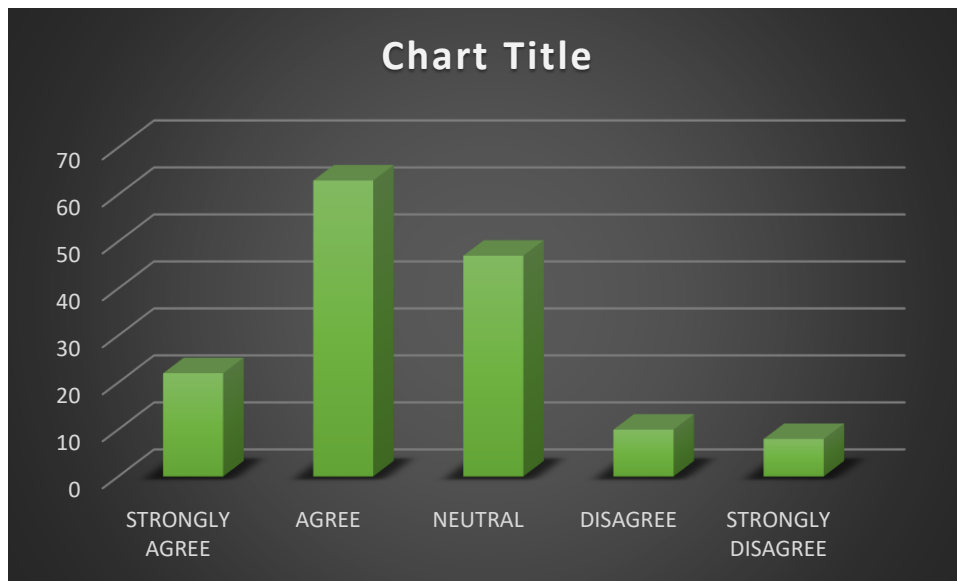


CHART 4.14: I WOULD BE A BETTER EMPLOYEE IF I KNEW HOW TO USE TECHNOLOGY PROPERLY

INTERPRETATION: From the above table 14.7% of the respondents are strongly agreeing, 42% of the respondents are agreeing, 31.3% of the respondents are neutral, 6.7% of the respondents are disagreeing, 5.3% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing

TABLE 4.15: I PERSONALLY BELIEVE THAT NEW TECHNOLOGY CAN CREATE MORE VALUE FOR ME AND MY TEAM

Technology -create value	No of respondents	Percentage (100%)
Strongly agree	24	16
Agree	71	48
Neutral	33	22
Strongly disagree	05	03
Disagree	17	11
Total	150	100

SOURCES: PRIMARY DATA

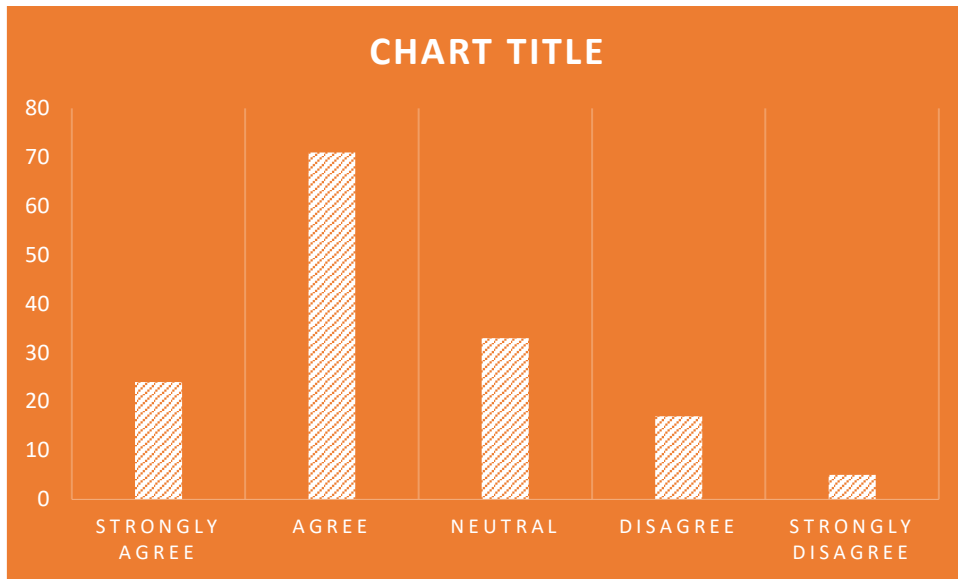


CHART 4.15: I PERSONALLY BELIEVE THAT NEW TECHNOLOGY CAN CREATE MORE VALUE FOR ME AND MY TEAM

INTERPRETATION: From the above table 16% of the respondents are strongly agreeing, 47.3% of the respondents are agreeing, 22% of the respondents are neutral, 11.3% of the respondents are disagreeing, 3.3% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing

TABLE 4.16: NEW TECHNOLOGY MAKES MY JOB EASIER

Technology -job easier	No of respondents	Percentage (100%)
Very good	32	21.34
Good	77	51.34
Fair	28	18.67
Poor	09	06
Very poor	04	2.65
Total	150	100

SOURCES: PRIMARY DATA

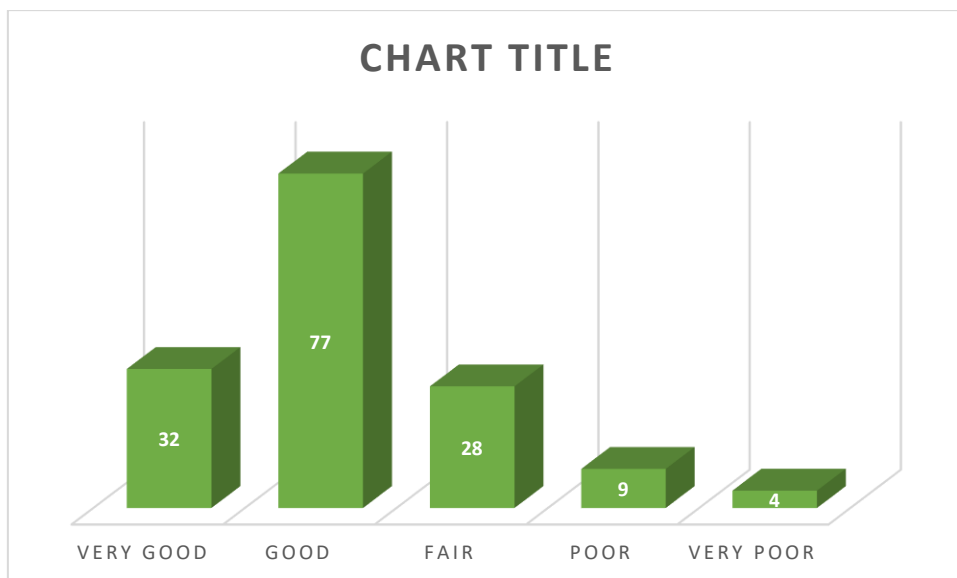


CHART 4.16: NEW TECHNOLOGY MAKES MY JOB EASIER

INTERPRETATION: From the above table 21.3% of the respondents are very good, 51.3% of the respondents are good, 18.7% of the respondents are fair ,6% of the respondents are poor, 2.7% of the respondents are very poor.

INFERENCE: Majority of the respondents are good.

TABLE 4.17: ARE YOU RESISTANT TO NEW TECHNOLOGY CHANGES

Resistant to technology	No of respondents	Percentage (100%)
Yes	120	79.9
No	30	20.1
Total	150	100

SOURCES: PRIMARY DATA

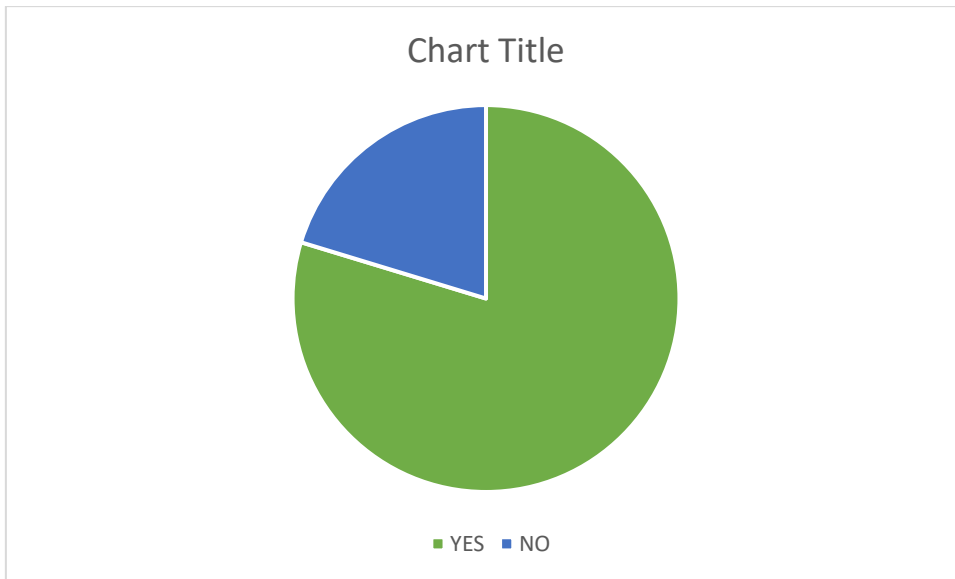


CHART 4.17: ARE YOU RESISTANT TO NEW TECHNOLOGY CHANGES

INTERPRETATION: 79.7% of the respondents are yes, and 20.3% of the respondents are no.

INFERENCE: Majority of the respondents are yes.

TABLE 4.18: I AM PROVIDED WITH RIGHT TOOLS TO HELP ME ADOPT TO TECHNOLOGICAL CHANGES

Right to adopt technological changes	No of respondents	Percentage (100%)
Strongly agree	23	15.2
Agree	71	47
Neutral	42	27.8
Disagree	10	6.6
Strongly disagree	5	3.4
Total	150	100

SOURCES: PRIMARY DATA

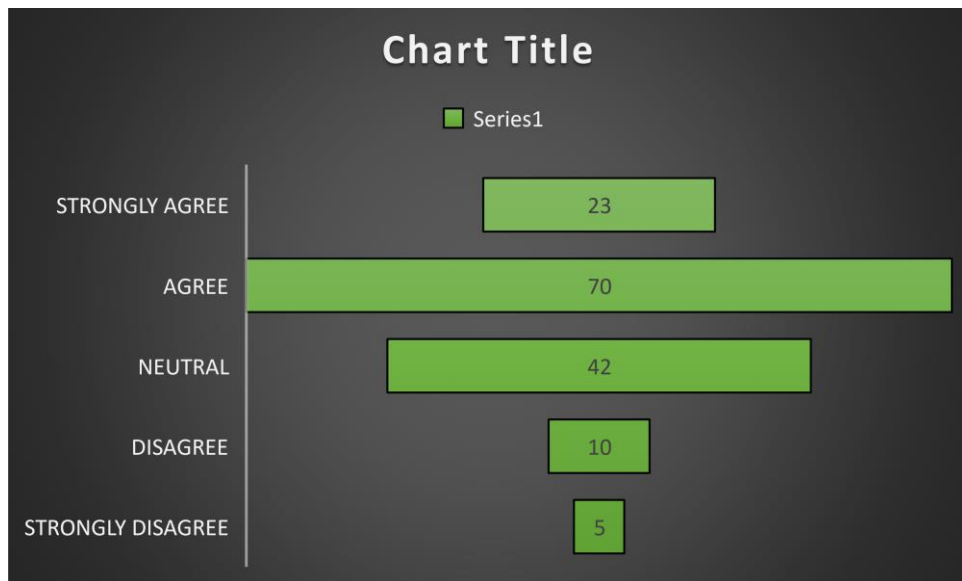


CHART 4.18: I AM PROVIDED WITH RIGHT TOOLS TO HELP ME ADOPT TO TECHNOLOGICAL CHANGES

INTERPRETATION: 15.3% of the respondents are strongly agreeing, 46.7% of the respondents are agreeing, 28% of the respondents are neutral, 6.7% of the respondents are disagreeing and 3.3% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents agreeing.

TABLE 4.19: MY RATE OF PRODUCTIVITY HAS INCREASED BECAUSE OF NEW TECHNOLOGICAL CHANGES

Productivity increased due to new technology	No of respondents	Percentage (100%)
Yes	130	86.1
No	20	13.9
Total	150	100

SOURCES: PRIMARY DATA

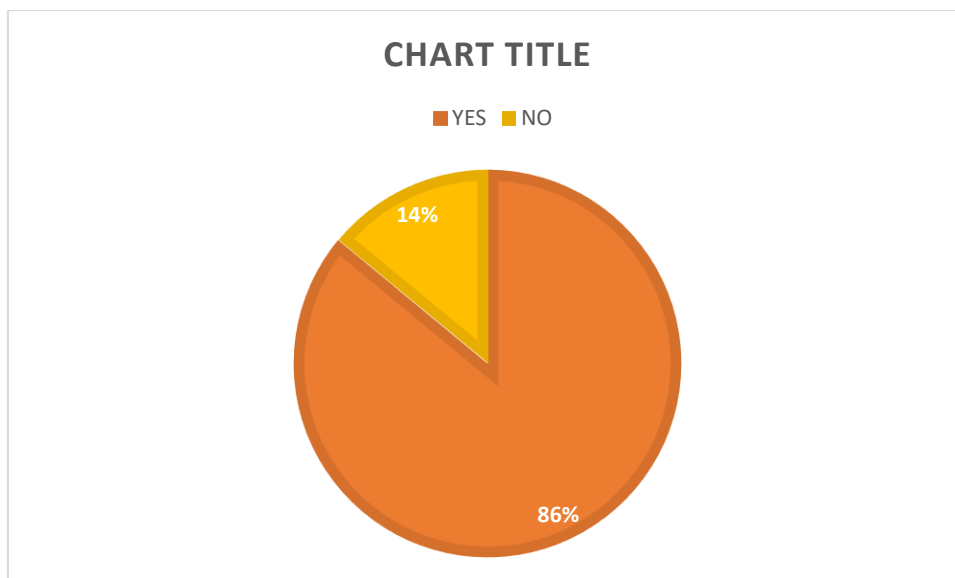


CHART 4.19: MY RATE OF PRODUCTIVITY HAS INCREASED BECAUSE OF NEW TECHNOLOGICAL CHANGES

INTERPRETATION:86% of the respondents are yes and 14% of the respondents are no.

INFERENCE: Majority of the respondents are yes.

TABLE 4.20: THE TRAINING PROVIDED BY MY COMPANY BEFORE ADOPTING TO NEW TECHNOLOGIES IS SATISFACTORY

Training provided	No of respondents	Percentage (100%)
Very good	19	12.6
Good	87	57.6
Fair	31	20.5
Poor	11	7.3
Very poor	03	2
Total	150	100

SOURCES: PRIMARY DATA

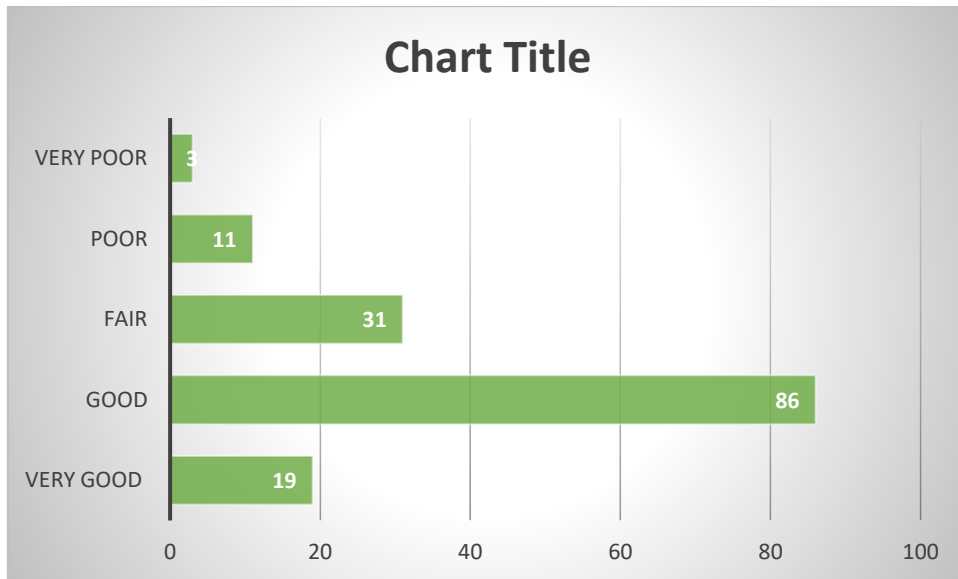


CHART 4.20: THE TRAINING PROVIDED BY MY COMPANY BEFORE ADOPTING TO NEW TECHNOLOGIES IS SATISFACTORY

INTERPRETATION: From the above table 12.7% of the respondents have answered very good, 57.3% of the respondents have answered good, 20.7% of the respondents have answered fair, 7.3% of the respondents have answered poor, 2% of the respondents have answered very poor.

INFERENCE: Majority of the respondents are good.

TABLE 4.21: I AM SATISFIED WITH THE AMOUNT OF SUPPORT AND GUIDANCE I GET FROM MY DIRECT SUPERVISOR

Support and guidance	No of respondents	Percentage (100%)
Very good	22	14.6
Good	73	48.3
Fair	44	29.1
Poor	10	6
Very poor	2	1.1
Total	150	100

SOURCES: PRIMARY DATA

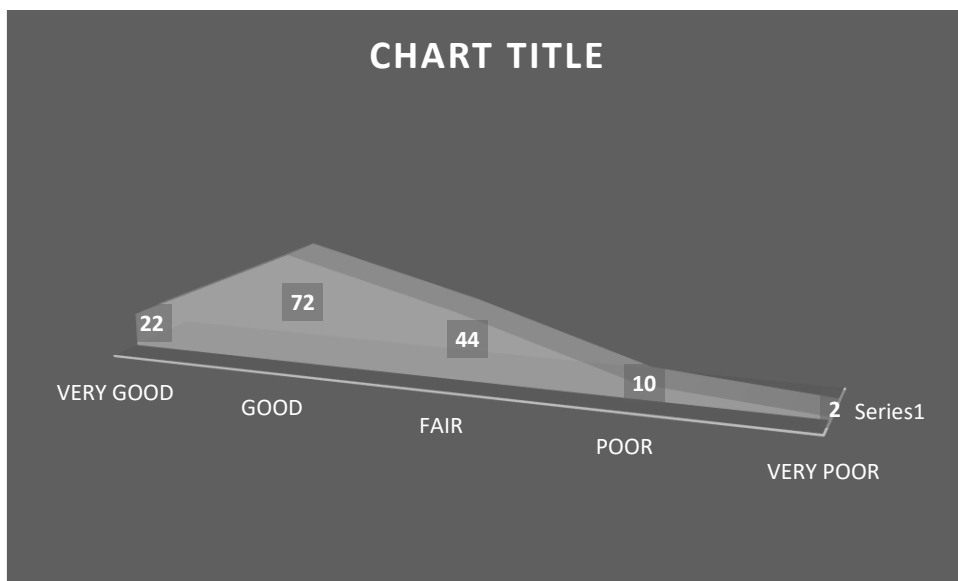


CHART 4.21: I AM SATISFIED WITH THE AMOUNT OF SUPPORT AND GUIDANCE I GET FROM MY DIRECT SUPERVISOR

INTERPRETATION: From the above table 14.7% of the respondents are very good, 48% of the respondents are good, 29.3% of the respondents are fair, 6.7% of the respondents are poor, 1.3% of the respondents are very poor.

INFERENCE: Majority of the respondents are good.

TABLE 4.22: I FEEL ENCOURAGED BY MY SUPERVISOR TO OFFER SUGGESTIONS AND IMPROVEMENT

Encouraged by improvement	No of respondents	Percentage (100%)
Strongly agree	10	6.6
Agree	78	51.7
Neutral	47	31.1
Disagree	11	7.3
Strongly disagree	5	3.3
Total	150	100

SOURCES: PRIMARY DATA

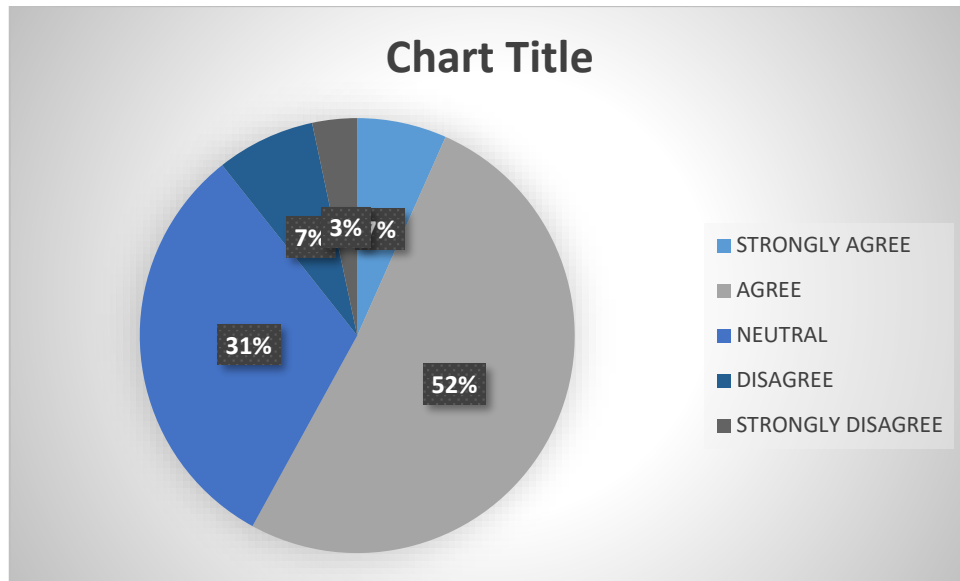


CHART 4.22: I FEEL ENCOURAGED BY MY SUPERVISOR TO OFFER SUGGESTIONS AND IMPROVEMENT

INTERPRETATION: From the above table 7% of the respondents are strongly agreeing, 52% of the respondents are agreeing, 31% of the respondents are neutral, 7% of the respondents are disagreeing, 3.3% of the respondents are strongly disagreeing.

INFERENCE: Majority of the respondents are agreeing.

TABLE 4.23: MY COMPANY PROVIDES RECREATIONAL FACILITIES TO REDUCE WORK STRESS

Recreational facility - reduce work stress	No of respondents	Percentage (100%)
Never	17	11.3
Rarely	38	25.2
Sometimes	53	35.1
Often	31	20.5
Always	12	7.9
Total	150	100

SOURCES: PRIMARY DATA

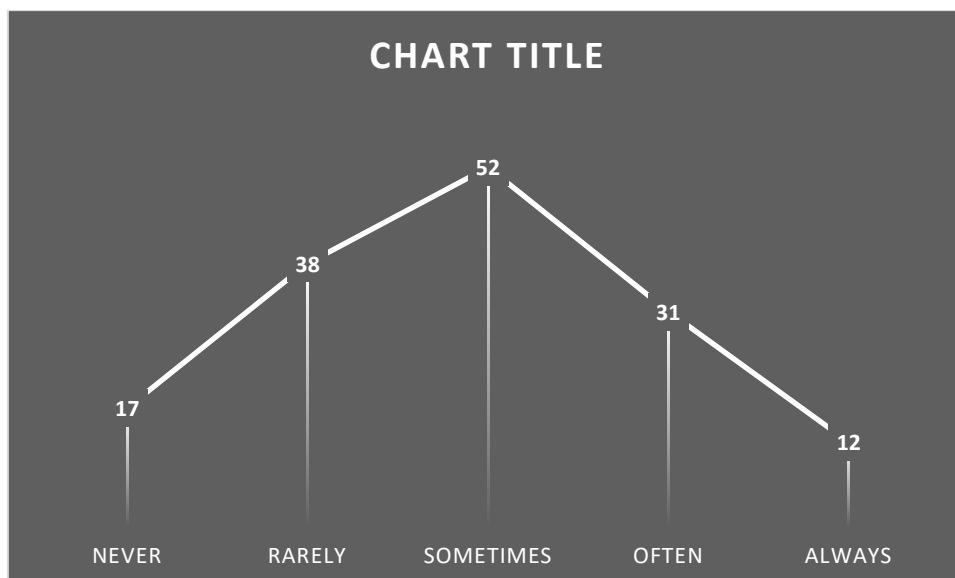


CHART 4.23: MY COMPANY PROVIDES RECREATIONAL FACILITIES TO REDUCE WORK STRESS

INTERPRETATION: From the above table 17% of the respondents have answered never, 38% of the respondents have answered rarely, 52% of the respondents have answered sometimes, 31% of the respondents have answered often, 12% of the respondents have answered always

INFERENCE: Majority of the respondents are sometimes

TABLE 4.24: I AM WELL RECOGNIZED WHEN I COPE WELL TO TECHNOLOGICAL CHANGES

Recognized	No of respondents	Percentage (100%)
Very good	27	17.9
Good	64	42.4
Fair	45	29.8
Poor	13	8.6
Very poor	2	1.3
Total	150	100

SOURCES: PRIMARY DATA

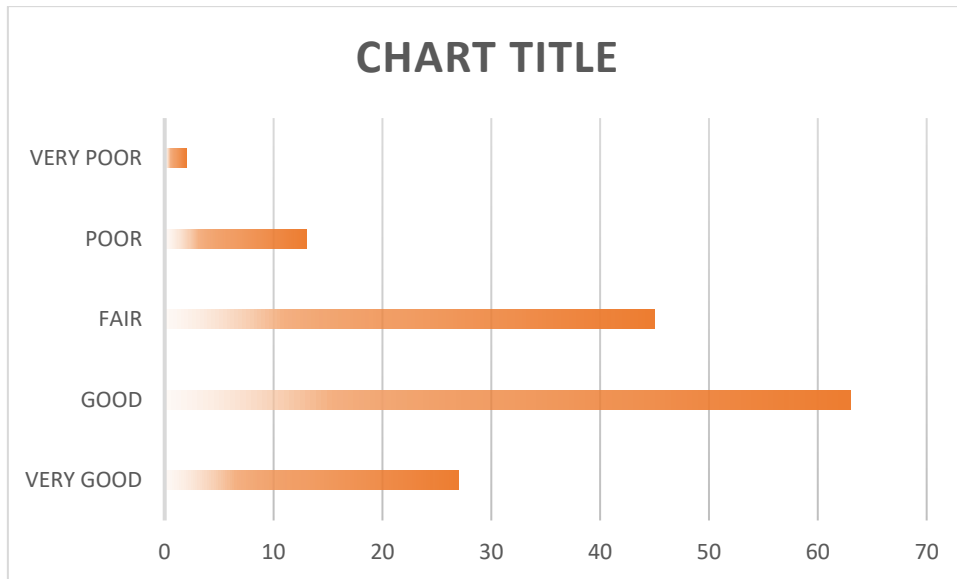


CHART 4.24: I AM WELL RECOGNIZED WHEN I COPE WELL TO TECHNOLOGICAL CHANGES

INTERPRETATION: From the above table 18% of the respondents have answered very good, 42% of the respondents have answered good, 30% of the respondents have answered fair, 8.7% of the respondents have answered poor, 1.3% of the respondents have answered very poor.

INFERENCE: Majority of the respondents are good.

4.2. CHI- SQUARE TEST

A chi square χ^2 statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. Chi square tests are often used in hypothesis testing.

Formula

$$\text{CHI SQUARE} = \sum [(O-E)^2/E]$$

O-Observed frequency

E-Expected frequency

(O-E) = Difference between observed frequency and expected frequency.

(O-E) = Square of the difference

Degree of freedom =(R-1) (C-1)

RELATIONSHIP BETWEEN GENDER AND USING TECHNOLOGY

	SA	A	N	SD	D	T
MALE	17	29	12	6	2	66
FEMALE	10	33	25	12	4	84
	27	62	37	18	6	150

Hypothesis

H₀: There is no significance difference between gender and enjoy using technology

H₁: There is significance difference between gender and enjoy using technology

Los=0.05

Dof =4

χ^2

Calculated value=7.27

Table value =9.488

INTERPRETATION

since the calculated value is lesser than the tabulated value Thus we accept null hypothesis and reject alternative hypothesis there is no significance difference between the gender and using technology.

RELATIONSHIP BETWEEN EDUCATION AND USING TECHNOLOGY

	SA	A	N	SD	D	T
DIPLOMA	4	10	3	2	1	20
HSC	2	6	7	4	0	19
PG	11	17	13	10	1	52
UG	6	26	12	1	4	49
SSLC	4	3	2	1	0	10
	27	62	37	18	6	150

Hypothesis

H_0 : There is no significance difference between gender and enjoy using technology

H_1 : There is significance difference between gender and enjoy using technology

Los=0.05

Dof =16

χ^2

Calculated value =22.0031th

Table value =26.296

since the calculated value is lesser than the tabulated value thus we accept null hypothesis and reject alternative hypothesis there is no significance difference between the education and using technology.

4.3 WEIGHTED AVERAGE METHOD

		5	4	3	2	1			
S.NO	STATEMENT	SA	A	N	D	SD	WX	WX/X	RANK
1	I feel good when my company comes up with new and better way of doing things	28	67	35	16	4	549	36.6	1
2	I enjoy using technology	27	62	37	18	6	536	35.73	3
3	Technology intimidates and threatens me	11	41	52	25	21	471	31.4	5
4	I know that technology can help me to learn many new things	27	71	30	13	9	544	36.26	2
5	I would be a better employee if I knew how to use technology properly	22	63	47	10	8	531	35.4	4

Interpretation:

From the above table it is seen that organisation employees feel good when the company comes up with new and better ways of doing things as they are ranked 1st. People who know that technology can help them to learn many new things are ranked 2nd. People who enjoy using technology are ranked 3rd. People would be a better employee if they knew how to use technology properly are ranked 4th. People who are intimidated and threatened by technologies are ranked 5th.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

From the above table interpreted that 63.3% of the respondents fall below above 25-30 years age category, 15.3% of the respondents are in the age category of 31-40 years, 15.3% of the respondents fall in the category 41-50 years, 6% fall in the age category of 50 years.

34.7% of the respondents are postgraduate, 32.7% of the respondents are under graduate, 6.7% of the respondents are under SSLC, 12.7% of the respondents are under HSC, rest of the 8% of the respondents are under diploma.

36.7% of the respondents are below 1 year experience, 19% of the respondents are 1-2 years of experience, 11.3% of the respondents are 3-4 years of experience, rest of the 23.3% respondents are 4 years and above.

44% respondents are male and rest of the 56% is female respondents.

SENSE OF PERSONAL ACCOMPLISHMENT

13.3% of the respondents strongly agreeing in sense of personal accomplishment, 46% of the respondents are agreeing, 28.7% of the respondents are neutral, 8.7% of the respondents are disagreeing, 3.3% of the respondents are strongly disagreeing.

USE OF SKILLS AND ABILITIES

14.7% of the respondents are strongly agreeing in use of skills and abilities, 44% respondents of the are agreeing, 25.3% of the respondents are neutral, 14% of the respondents are disagreeing, 2% of the respondents are strongly disagree.

COMPANY BETTER WAYS OF DOING THINGS

18.7% respondents are strongly agreeing in companies better ways of doing things ,44.7% of the respondents are agreeing ,23.3% respondents of the are neutral, 10.7% of the respondents are disagreeing, 2.7% of the respondents are strongly disagreeing.

MENTAL AND PHYSICAL PROBLEMS

18%of the have responded never faces mental and physical problems ,32% of the respondents are rarely ,41.3% of the respondents are sometimes ,13.3% of the respondents are often,1.3% of the respondents are always.

LEARNINGS NEW THINGS

18% of the respondents are strongly agreeing in learning new things, 41.3% of the respondents are agreeing with that,25% of the respondents are neutral,12% of the respondents are disagreeing 4% of the respondents are strongly disagreeing.

BECOMING BETTER EMPLOYEES

14.7% of the respondents are strongly agreeing in becoming better employees, 42% of the respondents are agreeing, 31.3% of the respondents are neutral, 6.7% of the respondents are disagreeing, 5.3% of the respondents are strongly disagreeing.

TECHNOLOGY CREATES VALUE

16% of the respondents are strongly agreeing in value created by technology, 47.3% of the respondents are agreeing, 22% of the respondents are neutral, 11.3% of the respondents are disagreeing, 3.3% of the respondents are strongly disagreeing.

RESISTANCE TO TECHNOLOGICAL CHANGES

79.7% of the respondents are resistance to technological changes, and 20.3% of the respondents are not resistance to technological changes.

RATE OF PRODUCTIVITY

86% of the respondents are accepting the rate of productivity, and 14% of the respondents are not accepting the rate of productivity

TRAINING PROVIDED

12.7% of the respondents have answered very good for the training provided, 57.3% of the respondents have answered good, 20.7% of the respondents have answered fair, 7.3% of the respondents have answered poor, 2% of the respondents have answered very poor.

RECREATIONAL FACILITIES

17% of the respondents have answered never for recreational facilities, 38% of the respondents have answered rarely, 52% of the respondents have answered sometimes, 31% of the respondents have answered often, 12% of the respondents have answered always.

RECOGNISATION

18% of the respondents have answered very good for recognition, 42% of the respondents have answered good, 30% of the respondents have answered fair, 8.7% of the respondents have answered poor, 1.3% of the respondents have answered very poor.

5.2. SUGGESTIONS

Formal development for technical skills should be incorporated into development programmes at an early stage. Understanding the impact of digitisation on their business and industry is the core competence that should be recognised and rewarded in performance reviews.

The first rule is to consider

1. How will this technological change uphold the company's goals?
2. What degree of disruption will it cause to current systems and processes?
3. And how fast can it be rolled out, implemented and fully adopted?
4. If you can't come up with clear answers to these, then how will you be able to explain the changes to your employees?

The key to helping employees deal with change in the workplace is clarity – that is, being able to explain what the changes are, why they are necessary, how they will be implemented, and how they are positive and will benefit everyone. Ensure that your employees have access to reliable information updates and training in a safe

environment while they Another way to deal with change is to demonstrate how it makes progression adapting to technology Show your team how it will support them in work. You'll have to be prepared for both positive and negative feedback It's crucial to listen to critical views and appraise them accordingly. Finally, a great way to get your employees to engage with and adopt new technology is to encourage innovation.

5.3. CONCLUSION

Technology is always in a state of change since new developments are continually emerging. Technological products change, and the way they are used changes. To stay in business you need to be aware of technological advancements relevant to your business.

New technology can vastly affect your business. Even the way you do business will be affected by new technology – look at the way the internet has affected retail businesses in both providing opportunities as well as challenges to the industry. Social media is something that didn't exist for businesses in the past. These days, businesses are expected to have a presence on social media sites and if you don't you may be missing out on attracting new customer as well as retaining old customers.

Being aware of technological advancements relevant to your business doesn't necessarily mean adopting every new technology that arises. It pays to make a conscious effort to be aware of any relevant advances in your industry, but you must also try to be astute with regards to what technology to adopt. Sometimes new technologies are just fads, and come and go quickly. Others become widely accepted and grow rapidly, in which case it pays to be an early adopter. You may experience reluctance to adapt to new technology if you feel that it will be too much effort to make changes to your existing business operations – but make sure that you consider the benefits that the new technology can provide. Will it reduce the effort required to run your business in the long run? Consider the costs of implementing the new technology including: purchases, staff training, potential staffing changes, monitoring, possible complications or disruptions to the

business, and so on. Analyse these costs in relation to the benefits.

Adapting to the right new technology for your business is vitally important. With experience and knowledge in your industry you will be better equipped to make appropriate decisions for your business.

APPENDIX-1 (QUESTIONNAIRE)

1) Name of the respondent

2) Age of the respondent

- a) 20-30 years
- b) 31-40 years
- c) 41-50 years
- d) 50 years and above

3) Gender

- a) Male
- b) Female

4) Education qualification

- a) SSLC
- b) HSC
- c) Under graduate
- d) Post graduate
- e) Diploma

5) Work experience

- a) Below 1 Year
- b) 1-2 Years
- c) 3-4 Years
- d) 4Years and Above

6) What is your average working hours in a week

- a) 40-50 hrs
- b) 51-54 hrs
- c) 55-60 hrs
- d) 60 + hrs

7) I have a clear understanding of my company goals

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

8) My job gives me a sense of personal accomplishment

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

9) My job makes good use of my skills and abilities

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

10) I feel good when my company comes up with new and better ways of doing things

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

11) I am frequently facing mental and physical problems because of technological changes

- a) never
- b) rarely
- c) sometimes
- d) often
- e) always

12) I enjoy using technology

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

13) Technology intimidates and threatens me

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

14) I know that technology can help me to learn many new things

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

15) I would be a better employee if I knew how to use technology properly

- a) strongly agree
- b) agree

- c) neutral
- d) disagree
- e) strongly disagree

16) I personally believe that new technology can create more value for me and my team

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

17) New technology makes my job easier

- a) very good
- b) good
- c) fair
- d) Poor
- e) very poor

18) Are you resistant to new technological changes

- a) yes
- b) no

19) I am provided with right tools to help me adopt to technological changes

- a) strongly agree
- b) agree
- c) neutral
- d) disagree
- e) strongly disagree

20) My rate of productivity has increased because of new technological changes

- a) yes
- b) no

21) The training provided by my company before adopting to new technologies is satisfactory

- a) very good
- b) good
- c) fair
- d) poor
- e) very poor

22) I am satisfied with the amount of support and guidance I get from my direct supervisor

- a) very good
- b) good
- c) fair
- d) poor
- e) very poor

23) I feel encouraged by my superior to offer suggestions and improvement

- a) strongly satisfied
- b) satisfied
- c) neutral
- d) dissatisfied
- e) strongly

24) my company provides recreational facilities to reduce work stress

- a) never
- b) rarely
- c) sometimes
- d) often

e) always

25) I am well recognized when I cope well to technological changes

a) very good

b) good

c) fair

d) poor

e) very poor

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