



“A Study on Impact of Training & Development process On The Sales Growth of Pharmaceutical Industry”

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ABSTRACT Training is concerned with imparting developing specific skills for a particular purpose. Training is the act of increasing the skills of employees for doing a particular job. Training is the process of learning a sequence of programmed behaviour. In earlier practice, training programme focused more on preparation for improved Performance in particular job. Most of the trainees used to be from operative levels like Mechanics, machine operators and other kind of skilled workers. When the problems of supervision increased, the steps were taken to train supervisors for better supervision. Human resources, are the most valuable assets of any organization, with the machines, materials and even the money, nothing gets done without man-power. Abiodun (1999) submitted that: Training is a systematic development of the knowledge, skills and attitudes required by employees to perform adequately on a given task or job.

KEYWORDS : Training, systematic development & attitudes.

INTRODUCTION

Organisation performance depend on personals specifically middle and lower class employee which emphasis on training and development activities which involve developing strategies and aimed at various points like motivation, resources allocation etc. After Liberalisation, Globalization and Privatisation of business it has also contributed and enhance the increased importance of training and development nowadays. After increasing demand organizations has also realized that training is essential to update the things in this competitive world and also retain talented professionals which helps to develop the productivity and increase the profitability as well as development of the organisation for that organisation should focus on training and development activities which maintain a knowledgeable workforce and viable team to contribute to the competitive advantage.

REVIEW OF LITERATURE:

Human resources, are the most valuable assets of any organization, with the machines, materials and even the money, nothing gets done without man-power. Abiodun (1999) submitted that: Training is a systematic development of the knowledge, skills and attitudes required by employees to perform adequately on a given task or job.

OBJECTIVES

- 1) The primary objective of this study is to observe the effect of training and development on the employees of Pharmaceutical industries in Nagpur Region.
- 2) To understand the effect of training and development on the sales

growth of Pharmaceutical industries Nagpur Region.

- 3) To study the effect of training and development on the productivity and competency of employees.

HYPOTHESIS

H1:

The Employee Performance is dependent on Organisation Culture & Employee Benefit.

H2:

Delivery style has significant effect on the Employee performance.

Descriptive Test

The study sample comprised of 100 employees of different organizations. The sample is mixed like both male and female. The data is collected through a questionnaire consists of 29 questions. Questions are mixed and close ended questions with the use of a five point Likert scale consisted of strongly disagree, disagree, neutral, agree and strongly agree. All questionnaires were distributed and collected by hand from the offices of the organizations in the office timings. Questionnaires were collected and 100 of them gave the response to our questionnaire. After checking those all were found correct and the respond rate was 100%. These questionnaires were included in the study. The analysis of the questionnaire was undertaken using Statistical Package for Social Sciences (SPSS). All mean and medians were calculated using SPSS. Descriptive statistics was used to determine the independent

Descriptive Statistics										
	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	1.00	5.00	3.9500	.84537	.715	-.928	.241	1.678	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	2.00	5.00	4.0000	.79137	.626	-.749	.241	.574	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	2.00	5.00	3.8000	.79137	.626	-.624	.241	.272	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	2.00	5.00	3.2900	.90224	.814	-.443	.241	-1.340	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	1.00	5.00	3.3600	1.27541	1.627	-.470	.241	-.889	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	1.00	5.00	4.0500	1.00880	1.018	-1.065	.241	.645	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	1.00	5.00	3.5300	1.19304	1.423	-.692	.241	-.565	.478
ORGANISATION CULTURE & EMPLOYEE BENEFIT	100	2.00	5.00	4.0400	.77746	.604	-.728	.241	.571	.478
EMPLOYEE PERFORMANCE	100	2.00	5.00	4.0400	.70953	.503	-.750	.241	1.213	.478
EMPLOYEE PERFORMANCE	100	2.00	5.00	4.1400	.63596	.404	-.364	.241	.472	.478
EMPLOYEE PERFORMANCE	100	1.00	5.00	3.3000	1.29099	1.667	-.236	.241	-1.242	.478
EMPLOYEE PERFORMANCE	100	1.00	5.00	2.8500	1.34371	1.806	.254	.241	-1.313	.478

TRAINING AND DEVELOPMENT	100	1.00	2.00	1.2600	.44084	.194	1.111	.241	-.782	.478
TRAINING AND DEVELOPMENT	100	1.00	2.00	1.0900	.28762	.083	2.909	.241	6.595	.478
TRAINING AND DEVELOPMENT	100	1.00	5.00	2.9900	1.34461	1.808	.451	.241	-1.192	.478
TRAINING AND DEVELOPMENT	100	1.00	2.00	1.4300	.49757	.248	.287	.241	-1.957	.478
TRAINING AND DEVELOPMENT	100	1.00	3.00	1.4000	.56854	.323	1.077	.241	.194	.478
TRAINING AND DEVELOPMENT	100	2.00	5.00	3.6600	.94516	.893	-.218	.241	-.820	.478
TRAINING AND DEVELOPMENT	100	1.00	4.00	2.3000	.57735	.333	.514	.241	.370	.478
TRAINING AND DEVELOPMENT	100	1.00	2.00	1.1000	.30151	.091	2.707	.241	5.439	.478
DELIVERY STYLE	100	1.00	3.00	1.4800	.79747	.636	1.225	.241	-.282	.478
DELIVERY STYLE	100	1.00	5.00	3.6400	1.07797	1.162	-.865	.241	.289	.478
DELIVERY STYLE	100	1.00	2.00	1.1000	.30151	.091	2.707	.241	5.439	.478
DELIVERY STYLE	100	1.00	4.00	2.9300	1.06605	1.136	-.471	.241	-1.114	.478
DELIVERY STYLE	100	1.00	3.00	2.1100	.61783	.382	-.070	.241	-.372	.478
DELIVERY STYLE	100	1.00	2.00	1.2200	.41633	.173	1.373	.241	-.119	.478
DELIVERY STYLE	100	1.00	3.00	1.1900	.41911	.176	2.016	.241	3.223	.478
DELIVERY STYLE	100	1.00	2.00	1.2100	.40936	.168	1.446	.241	.092	.478
DELIVERY STYLE	100	1.00	2.00	1.3000	.46057	.212	.886	.241	-1.240	.478
Valid N (listwise)	100									

H1 The Employee Performance is dependent on Organisation Culture & Employee Benefit.

z-Test: Two Sample for Means		
	<i>Variable 1</i>	<i>Variable 2</i>
Mean	3.711428571	3.5825
Known Variance	0.2515	0.4395
Observations	100	100
Hypothesized Mean Difference	0	
z	1.550994104	
P(Z<=z) one-tail	0.060451548	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.120903097	
z Critical two-tail	1.959963985	

INTERPRETATION

Organisation culture is a very important part of an organisation and it also affects the employees of the organisation. Employees are very conscious about the culture and benefit they get from the industry. It is very necessary for an organisation to engage its employee.

All these results prove our First Hypothesis which is H1: The Employee Performance is dependent on Organisation Culture & Employee Benefit. And it has a positive effect on the organizational performance. It improves the organizational performance.

As we see the results most of the respondents lie in the bracket of 3-4 which is a significant effect on employee performance. So if we consider the majority. The majority of our respondents say that Employee Performance is dependent on Organisation Culture & Employee Benefit and it has a positive effect on the organizational performance too. If we see the z-test value it lies in the critical region. It means the data and the results are significant of our third hypothesis.

H2 Delivery style has significant effect on the Employee performance.

z-Test: Two Sample for Means		
	<i>Variable 1</i>	<i>Variable 2</i>
Mean	3.5825	1.797777778
Known Variance	0.4395	0.0662
Observations	100	100
Hypothesized Mean Difference	0	
z	25.09713544	
P(Z<=z) one-tail	0	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0	
z Critical two-tail	1.959963985	

INTERPRETATION

Delivery style is a very important part of Training and Development and employees are very conscious about the delivery style. If someone is not delivering the training in an impressive style and he is not capturing the attention of the audience it means he is wasting the time. It is very necessary for a trainer to engage its audience during the training session. Delivery style means so much in the Training and Development.

All these results prove our second Hypothesis which is H2: Delivery style has significant effect on the Employee performance. And it has a positive effect on the organizational performance. It improves the organizational performance. As we see the results some of the respondents disagree with the term that Delivery style has a significant effect on employee performance. But most of the respondents have positive. So if we consider the majority. The majority of our respondents say that delivery style is very important in the training. And it has a positive effect on the organizational performance. It improves the organizational performance. . If we see the z-test value it lies in the critical region. It means the data and the results are significant of our third hypothesis.

CONCLUSION AND SUGGESTIONS

With reference to the study relating to marketing of pharmaceutical companies, the researcher has done the research and observed various aspects which need to focus and taken into consideration on priority basis by the respective pharmaceutical companies in Nagpur region. With the help of research various important outcome have been highlighted like problems faced by the pharmaceutical companies in marketing and sales impact linked with the employee's performance and organisational plan and objective. Knowingly some Conclusion and Suggestions are brought down and given in this chapter.

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