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Analysis on human resource practices and employee satisfaction levels of organised and semi organised players in poultry industry

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Abstract

The poultry industry is essential to the global agriculture sector and makes a considerable contribution to both food security and economic growth. This study attempts to look into how organized and semi-organized players in the poultry sector use human resources. The relation between Human Resource practices and the employee satisfaction levels in both organised and semi organised sectors of the poultry industry were studied. The research aims to offer useful insights to poultry sector in terms of human resource practices. In order to improve operational effectiveness and sustain growth, this study looks for best practices and potential areas for improvement in HR management within the poultry sector. The present study offers a comprehensive understanding of Human Resources practices in poultry sector to the stakeholders of poultry industry, policy makers and academicians.

Keywords: Human resource practices, satisfaction, effectiveness, stakeholders

Introduction

Human resource(labour) and organisation are the key important factors of production. Success or failure of any organisation largely depends on its human resources. Human resource practices refer to the activities, policies and procedures that organizations implement to manage their workforce effectively. These practices includes activities such as recruitment, selection, employee retention, training and development, compensation, performance management and employee relations. The core objective of human resource practices is to hire the proper people with the right knowledge and skills to accomplish its goals. Any organization's success depends on its human resource strategies, which guarantee that workers are motivated, engaged, and productive.

The poultry sector in India has experienced a paradigm shift in structure and operation from a mere back yard activity to major commercial agri based industry over a period of time. The production of hen eggs in the world in 2017 was 78,889.1 thousand tonnes, 2018 was 80,851.5 thousand tonnes, 2019 was 84,363.3 thousand tonnes and in 2020 was 86,669.5 thousand tonnes. The production of chicken meat in the world in 2020 was about 119,505 thousand tonnes. (FAO,2022) [1]. Poultry farming serves the cheapest animal protein source from backyard farming to industries. Comparing to other farming, poultry is one of the fastest growing agricultural sectors in our country. As the poultry industry is commercially growing, the need for the human resource at different hierarchical levels has been increasing both at organized and unorganized sectors. Hence, there is a need to probe into human resource practices followed by poultry industry and the employee satisfaction levels towards those human resource practices.

Methodology

60 employees from organized sector, who are working in marketing, operations divisions and 20 employees from semi-organized sector, who are employed in marketing and operations divisions was chosen for the study. Proportionate sampling was followed while selecting the number of employees from each hierarchical level. Convenience Sampling was followed while selecting employees. Both male and female employees form the part of the sample.

Tools of Analysis

The data collected was tabulated and analysed using appropriate statistical tools to draw a valid conclusion. Quantitative research tools viz., Likert scale and Correlation analysis was used for the analysis.

Likert Scale

A Likert Scale is a psychometric scale, commonly involved in research that employs questionnaires. The Likert Scale is a five (or seven) point scale which is used to allow the individual to express how they agree or disagree with a particular statement. A Likert Scale assumes that the strength/intensity of an attitude is linear i.e., on a continuum from strongly agree to strongly disagree, and makes the assumptions that attitudes can be measured.

Correlation Analysis

Correlation is used to study the closeness of the relationship between two or more variables. Here it is used to study the relationship between HRM Practices and employee satisfaction.

Results and Discussion

Employee satisfaction levels in organised sector

Table 1: Employee satisfaction levels in organised sector

SL No	Factors	Number of Respondents			
		Yes	Per cent	No	Per cent
1	Work in alignment with career ambition	56	93	4	7
2	Assigned work help to grow in career	56	93	4	7
3	Co-operation from the co-workers	60	100	0	0
4	Opportunities to get promoted	56	93	4	7

The opinion of the employees on their satisfaction levels on different factors in organised sector were assessed by using percentages and presented in Table 3.1. 93 per cent of the respondents opined the work assigned to them is in alignment with their career goals whereas 7 per cent opined that,

work assigned to them is in deviation with their career goals. Most of the respondents expressed that the assigned work in organisation helped to grow professionally in their career. All the employees (100 per cent) felt that they are getting good co-operation from their co-workers.93 per cent of the respondents felt that they have enough opportunities to get promoted.

In a typical week how often, the employees feel stress

Table 2: Stress levels of employees in organised sector

S.L. No	Frequency of stress	No. of Respondents	Percentage
1	No stress	40	67
2	During Sunday	9	15
3	Once in a week	8	13
4	During month ends	3	5

This question has mix of responses. Out of 60 respondents, 40 members (67 per cent) felt that they don't feel stress.9 respondents (15 per cent) responded they feel stressed once in a week i.e., Sunday. Another 8 respondents (13 per cent) responded that feel stress once in a week.3 respondents (5 per cent) from marketing division felt that they feel stressed at month ends.

How often the tasks assigned to them by their supervisors help them grow professionally

Out of 60 respondents, 87 per cent i.e., 52 respondents agreed that daily the tasks assigned to them by their supervisors are helping them to grow professionally. Another 8 respondents felt that it is only sometimes those tasks are helping to grow professionally.

Analysis of satisfaction levels of the employees and HRM Practices that are carried out in organised sector of the Poultry industry.

Data from each employee was collected using the Likert scale ranging from 1 to 5 (Strongly disagree to Strongly agree). The sum of the scores given by each employee was presented in the Table 3.3

Table 3: Analysis of the respondents from organised sector

Employee	Hrm practices	Satisfaction levels
Employee 1	20	64
Employee 2	25	74
Employee 3	25	71
Employee 4	20	61
Employee 5	25	64
Employee 6	14	56
Employee 7	20	70
Employee 8	18	63
Employee 9	24	70
Employee 10	24	70
Employee 11	18	64
Employee 12	18	64
Employee 13	18	66
Employee 14	20	58
Employee 15	23	74
Employee 16	24	73
Employee 17	23	69
Employee 18	22	70
Employee 19	24	73
Employee 20	23	71
Employee 21	23	71
Employee 22	20	69
Employee 23	21	71

Employee 24	22	73
Employee 25	23	71
Employee 26	23	67
Employee 27	20	68
Employee 28	22	72
Employee 29	21	71
Employee 30	24	71
Employee 31	23	68
Employee 32	22	74
Employee 33	25	73
Employee 34	25	73
Employee 35	25	75
Employee 36	25	75
Employee 37	23	73
Employee 38	19	73
Employee 39	23	73
Employee 40	23	73
Employee 41	25	74
Employee 42	24	72
Employee 43	24	74
Employee 44	24	74
Employee 45	23	73
Employee 46	23	71
Employee 47	21	73
Employee 48	23	74
Employee 49	23	74
Employee 50	23	71
Employee 51	24	72
Employee 52	22	74
Employee 53	22	68
Employee 54	23	72
Employee 55	23	73
Employee 56	23	72
Employee 57	24	71
Employee 58	24	73
Employee 59	23	73
Employee 60	23	72

Table 4: Correlation analysis between HRM Practices and Employee Satisfaction levels in organised sector

	HRM Practices	Satisfaction Levels
HRM Practices	1	
Satisfaction Levels	0.700939169	1

The correlation co-efficient value 0.7 suggests that there exists a positive and strong correlation between HRM Practices and the satisfaction level of the employees.

Employee satisfaction levels in semi organised sector

From the Table 3.5 it is clear that, 80 per cent of the respondents felt that the work assigned to them is in alignment with their career goals and helps them to grow whereas 20 per cent felt that the work assigned to them is in deviation with their career goals.90 per cent of the employees opined that they are getting co-operation from the co-workers.75 per cent of the respondents are of the view that they are getting enough opportunities to get promoted.

Table 5: Employee satisfaction levels in semi organised sector

S.L. No	Factors	Number of Respondents			
		Yes	Per cent	No	Per cent
1	Work in alignment with career ambition	16	80	4	20
2	Assigned work help to grow in career	16	80	4	20
3	Co-operation from the co-workers	18	90	2	10
4	Opportunities to get promoted	15	75	5	25

In a typical week how often, the employees feel stress

This question has mix of responses. Out of 20 respondents, 10 members (50 per cent) felt that they don't feel stress.5

respondents (25 per cent) responded they feel stressed once in a week. Another 5 respondents (25 per cent) responded that stress is more on Sundays.

Table 6: Stress levels of employees in semi organised sector

SL No	Frequency of stress	No. of Respondents	Percentage
1	No stress	10	50
2	Once in a week	5	25
3	Sundays	5	25

How often the tasks assigned to them by their supervisors help them grow professionally

Out of 20 respondents, 80 per cent i.e., 16 respondents agreed that daily the tasks assigned to them by their supervisors are helping them to grow professionally. Another 4 respondents it is only sometimes those tasks are helping to grow professionally.

Analysis of satisfaction levels of the employees and HRM Practices that are carried out in semi organised sector of the Poultry industry

Data was collected from 20 respondents using Likert Scale which ranges from 1 to 5(Strongly disagree to Strongly agree). The sum of the scores of each individual employee was presented in the table 3.7

Table 7: Analysis of the respondents from semi-organised sector

Employee	HRM practices	Satisfaction levels
Employee 1	23	68
Employee 2	23	70
Employee 3	21	66
Employee 4	22	67
Employee 5	24	66
Employee 6	19	62
Employee 7	22	66
Employee 8	21	68
Employee 9	20	68
Employee 10	25	72
Employee 11	25	68
Employee 12	19	66
Employee 13	22	67
Employee 14	22	65
Employee 15	23	63
Employee 16	16	64
Employee 17	21	59
Employee 18	25	65
Employee 19	21	61
Employee 20	19	69

Table 8: Correlation analysis between HRM Practices and Employee Satisfaction levels in semi organised sector

	HRM Practices	Satisfaction Levels
HRM Practices	1	
Satisfaction Levels	0.327593873	1

The correlation co-efficient value 0.32 suggests that there exists a positive and moderate correlation between HRM Practices and the satisfaction level of the employees.

Conclusion

In organised players of the poultry industry most of the employees are feeling that the work assigned to them is in alignment with their career ambition and also helping them to grow professionally. The relationship between the HRM practices and the employee satisfaction levels is positive and strong in the case of organised players whereas in the semi organised sector the relation is positive and moderate.

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