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RESEARCH ARTICLE

A STUDY ON IMPACT OF TECHNOLOGICAL CHANGES IN WORK PLACE ON BEHAVIOUR OF PRIVATE SECTOR EMPLOYEES INTIRUCHENDUR AREA

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ABSTRACT

The need for transformational 'Leadership' in the public sector is made most evident by the pressures for change felt by today's public managers. With this motive an attempt has been made to analyse, "Impact of technological changes in work place on the behaviour of private sector employees". The main objectives of conducting the researcher are; To study the socio economic profile of the respondents, To understand the nature of organizational change and reasons for the change, To identify the factors which influence the technological change, To study the reasons for resistance to change and methods to overcome these, To offer suitable suggestion for implementing the technological changes in private sector organizations. Hence the employee technological change providers are satisfied towards the employee technological change. By the application of Chi-Square test, it is clear that the demographic profile of the respondents is not significantly related to their level of attitude of employees. The management should take steps to improve the level of performance and to participate in the decision making process in an organization. The resistance to change requires individuals to make as the organization seeks a new equilibrium and the forces for change in an organization depend on and must interact with their external environment in order to survive and grow.

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INTRODUCTION

The need for transformational 'Leadership' in the public sector is made most evident by the pressures for change felt by today's public managers. These change – related pressures come from many sources: an aging public sector work force. Resource constraints, globalization, technological break throughs, increasingly complex public problems, and new horizontal and vertical relationships with non – profit and private sector organizations. In many cases, these demands for change conflict with one another and constantly compete for the public manager's time and resources.

Statement of the problem

Mankind and civilizations throughout history have been affected at various times by forces that changed the way they lived and worked. The replacement of oral tradition with the written word, the democratization of education, the development of the scientific tradition, the industrial revolution, the application of economics to manufacturing but no change has been as vast or deep as the changes brought by the computer.

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Computers have affected all aspects of commerce from the type, volume and cost of products to the location and size of facilities, to even the efficiencies of physical movement across countries and oceans. Work as we know it, is not anchored to a particular site where everything is connected. Manual labor is growing extinct, replaced by machines that work faster, error-free and never get tired or bored. As a consequence of computers, whole employment categories have disappeared and are not likely to return. Organizations have eliminated mid-management levels, as computers give executives greater spans of control while the duties of secretaries, clerks and book keepers have been redefined so that single employees can do the work of two or three workers. With this motive an attempt has been made to analyse, "Impact of technological changes in work place on the behaviour of private sector employees".

Objectives of the study

The main objectives of conducting the researcher are:

- To study the socio – economic profile of the respondents.
- To understand the nature of organizational change and reasons for the change.

- To identify the factors which influence the technological change.
- To study the reasons for resistance to change and methods to overcome these.
- To offer suitable suggestion for implementing the technological changes in private sector organizations.

Scope of the study

This study is concerned with impact of technological changes in work place on behaviour of private sector employees. A detail study is also made to analyse the impact of technological changes in work place on behaviour of private sector employees based on the data collected from the respondents from Tiruchendur area.

Hypotheses to be tested

In order to study the relationship between socio-economic profile of the sample respondents and their level of expectation of employees towards technological changes the following null hypotheses were formulated.

- There is no significant relationship between gender of the respondents and their level of expectation.
- There is no significant relationship between age of the respondents and their level of expectation.
- There is no significant relationship between educational qualification of the respondents and their level of expectation.
- There is no significant relationship between monthly income of the respondents and their level of expectation.
- There is no significant relationship between type of the family of the respondents and their level of expectation.
- There is no significant relationship between size of the family of the respondents and their level of expectation.

MATERIALS AND METHODS

Collection of data

The study was based on both primary and secondary data. The primary data were collected directly from the customers with the help of structured Questionnaire. The secondary data were collected from books, journals and websites.

Sampling design

With a view of studying 'A Study on impact of technological changes in work place on the behaviour of private sector employees' 120 samples were selected. The respondents were selected by adopting convenience sampling techniques.

Fieldwork and data collection

The researcher carried out the fieldwork for this study during the period from June 2016 to July 2016. The required information is collected through questionnaire. The data was collected on Sundays and holidays. Care was taken to ensure completeness and accuracy in the questionnaire.

Geographical coverage: The present study has been carried out in Tiruchendur area which covers Arumuganeri, Sonakanvilai, Eral, Kurumbur and Veerapandianpatnam.

Tools for analysis

Data were analysed with the help of tables and percentages. F – Test is used to analyse the relationship between socio-economic profile of the respondents like gender, age, marital status, educational qualification, monthly income, type of the family and size of the family details and their level of expectation of employees. t – Test is used to analyse the employee attitude towards technological changes. Chi – Square test is used to analyse the relationship between socio – economic profile of the respondents like gender, age, marital status, educational qualification, monthly income, type of the family and size of the family details and their level of attitude of employees

Limitations of the study

The following are the limitations of the study.

- The major difficulty faced is the availability of recent and well organized data.
- The researcher had to review documents to support data from questionnaire.
- The period of the study is very much limited.
- Researcher has applied convenience sampling which affects the accuracy of the study.

Reasons for change of the technology

The reasons for change of the technology by the sample respondents is given in Table 1.

Table 1. Reasons for change of the technology

S.No	Change Of The Technology	No. of Respondents	Percentage
1.	Reduce manpower	32	27
2.	Reduce cost	42	35
3	To meet competition	34	28
4	Save time	12	10
	Total	120	100

Source: Primary data

Table 1, shows that out of 120 respondents surveyed, 42 (35 percent) respondents said that, reducing cost is the main reason for changing the technology in their organization, 34 (28 percent) respondents said that, meeting competition is the main reason for changing the technology in their organization, 32 (27 percent) respondents said that, reducing manpower is the reason for changing the technology in their organization, and the remaining 12 (10 percent) respondents said that, saving time is the reason for changing the technology in their organization. Hence, the majority of the respondents 50 (42 percent) said that, reducing cost is the main reason for changing the technology in their organization. From Table 2, it is clear that the first and main reasons for resistance to change is "Lack of interest to learn", followed by changes in consumer demands "Inflexible", Resource availability", "Social & political change", "Inferiority complex" on second, third, third, fourth, fifth and sixth position respectively. The seventh and eight ranks are allotted to "International changes", "New technology". The ninth and tenth ranks are allotted to "Fear of loss of job" and creation of new knowledge respectively. Thus, majority of the respondents opined that, lack of interest to learn in the resistance to change of employee.

Consolidated results of F- test: The consolidated results of F-test is given in Table 3

Table 2. Resistance to change

S.No.	Resistance to Change	Ranking given by the respondents										Garrett Ranking	
		I	II	III	IV	V	VI	VII	VIII	IX	X	Mean Score	Rank
1.	Fear of loss of job	12	20	25	16	18	5	7	6	5	6	327.1	IX
2.	Lack of interest to learn	50	30	10	7	10	5	2	4	2	0	660.82	I
3.	Inflexible	35	25	10	20	15	6	4	2	2	1	649.68	III
4.	Inferiority complex	15	20	30	10	5	20	6	3	2	9	432.93	VI
5.	New technology	5	8	20	50	15	2	10	5	2	3	392.38	VIII
6.	Creation of new knowledge	7	10	3	25	15	20	15	10	10	5	310.60	X
7.	Changes in consumer demands	15	20	20	15	5	20	6	3	7	9	649.80	II
8.	Resource availability	20	10	15	8	22	14	5	20	1	1	481.83	V
9.	Social and political change	27	8	15	50	5	3	2	2	5	3	484.83	VI
10.	International changes	17	20	8	25	20	10	10	5	5	0	471.52	VII

Table 3. Consolidated results of f- test

S.No.	Personal Factors	Degree of Freedom (V_1, V_2)	Calculated Value	Table value	Association
1.	Gender	(2, 2)	1.24	19.00	NS
		(1, 2)	4.98	18.51	NS
2.	Age	(2, 6)	4.46	5.14	NS
		(3, 6)	2.26	4.76	NS
3.	Marital Status	(2,2)	15.05	19.00	NS
		(1,2)	2.81	18.51	NS
4.	Educational Qualification	(2,6)	2.82	5.14	NS
		(3,6)	10.27	4.76	S
5.	Monthly Income	(2,6)	2.26	5.14	NS
		(3,6)	2.02	4.76	NS
6.	Type of the family	(2,2)	5.29	19.00	NS
		(1,2)	2.59	18.51	NS
7.	Size of the family	(2,4)	32.58	6.94	S
		(2,4)	1.78	6.94	NS

NS – Not SignificantS – Significant

Table 4. Employee attitude towards technological changes

S.No.	Factors	Mean Score	σ	Co-efficient	t-Test	Rank
1.	Seminars / workshops	4.28	0.79	18.60	3.86	2
2.	Class room / Lectures	3.15	0.89	28.25	0.32	7
3.	Computer based training	3.08	1.63	53.06	0.05	15
4.	Small group discussions	3.08	1.62	52.54	0.05	16
5.	Over seas training	3.35	1.20	36.05	91.32	1
6.	Audio and video tapes	3.35	1.30	38.83	0.39	9
7.	Games and simulations	3.26	1.10	33.98	0.32	8
8.	Written tutorials	3.13	1.29	41.40	0.14	11
9.	Sensitivity training	3.43	1.22	35.83	0.53	6
10.	Strategies	3.15	1.37	43.68	0.14	12
11.	Communication and education	3.1	1.3	41.93	0.10	14
12.	Employee participation and involvement	3.5	1.24	35.54	0.54	5
13.	Facilitation and support	2.98	1.54	51.79	-0.01	21
14.	Creating a common vision	3	1.22	40.8	0	22
15.	Stress management	3.26	1.26	38.71	0.21	10
16.	Team-building	2.73	1.23	45.05	-0.32	18
17.	Goal setting	2.76	1.30	47.39	-0.26	19
18.	Career planning	4.26	1.10	25.84	1.98	3
19.	Negotiation and agreement	3.53	0.92	26.06	1.09	4
20.	Job enrichment / analysis	2.73	1.10	40.58	-0.32	17
21.	Self-managed work teams	3.26	1.36	41.84	0.13	13
22.	Restructuring / reengineering	2.73	1.38	50.84	-0.26	20

Source: Primary data

Significant at 0.05 level. Table value at 0.05 level is 36.05 for degrees of freedom (n-1) = 22 – 1 = 21.

From the analysis, it is found that socio – economic factors namely gender, age, marital status, monthly income, type of the family of the respondents are not significantly related with their level of expectation. On the other hand educational qualification and size of the family of the respondents is significantly related within itself and the level of satisfaction with regard to educational qualification and size of the family is not significantly related.

Employee attitude towards technological changes: The data presented in Table 4 shows the factors employee attitude towards technological changes.

With regard to the employee towards technological changes, the mean scores of all the statements are above the neutral point (3), this is proved by 't' test at 5% level of significance. Hence the employee technological change providers are satisfied towards the employee technological change. To findout the most perceived statement with regard that the employee technological change providers co-efficient of variation for the variable the least score is 36.05 "over seas training" and the highest score is 40.8 "creating a common vision". It could be concluded that 09there is no significant difference between socio-economic profile of the respondents and their level of expectation.

Table 5. Consolidated results of Chi-square test – attitude of employees

S.No.	Demographic variables	Degrees of freedom	Calculated Value	Table value	Results
1.	Gender	2	0.077	5.99	NS
2.	Age	2	0.042	5.99	NS
3.	Marital status	2	0.035	5.99	NS
4.	Educational Qualification	2	0.041	5.99	NS
5.	Monthly Income	2	0.019	5.99	NS
6.	Type of family	2	0.106	5.99	NS
7.	Size of the family	2	0.054	5.99	NS

NS – Not Significant

Table 6. Degree of agreement towards the technological change

S. No.	Degree of agreement	SA		A		N		DA		SDA	
		NR	%	NR	%	NR	%	NR	%	NR	%
1.	The technological change increase the efficiency and productivity of the employees in the company.	53	44	19	16	10	8	24	20	5	5
2.	The technological change reduce the total errors.	7	6	60	50	9	8	10	8	10	8
3.	The technological change is able to increase the job performance after adopting new technologies.	15	13	30	25	20	16	30	25	8	7
4.	Technological change is able to control the work and process more efficiently with new technologies.	16	13	20	16	18	15	32	27	24	20
5.	Technological change accomplish work tasks quickly with new technologies.	17	14	27	23	7	6	6	5	3	2

SA – Strongly AgreeA – AgreeN – NeutralDA – DisagreeSDA – Strongly Disagree

Consolidated results of Chi-square test – attitude of employees

The consolidated results of Chi-Square test are given in Table 5. By the application of Chi-Square test, it is clear that the demographic profile of the respondents is not significantly related to their level of attitude of employees.

Degree of agreement towards the technological change

Table 6 depicts the various degree of agreement towards the technological change by the respondents.

Suggestions

On the basis of the above analysis the following suggestions are made.

- The management should take steps to improve the level of performance and to participate in the decision making process in an organization.
- The resistance to change requires individuals to make as the organization seeks a new equilibrium and the forces for change in an organization depend on and must interact with their external environment in order to survive and grow.
- The company should create awareness before they implement any change in order to cope up with the employees.
- Workers feel that changes being introduced will benefit the organization or the employees rather than themselves or the general public.
- The organization should have adequate financial resource for giving training to change agents and for offering rewards to those who support change.
- Employees should be educated about the change through one-on-one discussions, memos, group presentations or reports.
- Counselling and therapy, skill training, or a short paid leave may given to support extended to the employees.
- A specific reward package should be negotiated with the powerful individuals to meet their individual needs.

Conclusion

Organisation strives to achieve equilibrium in its social structure. By equilibrium we mean that people learn to expect various environment relationships within their environment. Resistance to change in the work place is not new. The success of major organizational change is generally determined by how well resistance is managed. Organisations to effectively diagnose, manage and overcome employee resistance, whilst at the same time engender a climate conductive to employee' readiness for change. Seeks the various ways to make the organization more effective in meeting all its goals.

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