

**A STUDY ON EMPLOYEE CAREER DEVELOPMENT IN MAGUS  
CUSTOMER DIALOG PRIVATE LIMITED, CHENNAI**

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**ABSTRACT**

Human Resource Development has emerged as a interdisciplinary and integrated approach for the development of human resources. ‘Human Resource Development’ is on the “qualitative improvement of human beings in their specific role as assets of an organization. Start small to avoid getting overwhelmed, and recognize that growth and change happen over time. Data was collected from 130 respondents. Look at the sections that cover concerns strengths to find ways to help others who struggle in that area. Engage those around employees in concerns journey.

**KEYWORDS:** Human Resources, Development, Improvement, Recognition, Growth, Strength

**INTRODUCTION**

Human Resources Development is a newly emerging field of study. Although development of citizenry has been alive in some form or the opposite since the start of civilization, a planned and systematic approach to HRD within the corporate sector emerged in the latter half of the th century. In the past training was the sole planned way of developing human resources. But now HRD has emerged as a interdisciplinary and integrated approach for the development of human resources.

**Meaning, Concept and Definitions**

“Human resource” means manpower or labour a corporation has available” to ‘develop’ means “to unfold, to grow into Fuller or mature State”, ‘development’ means “a process resulting in (such) a desirable changes” within the human context, ‘development’ shows continuous improvement within the quality of life. Hence, the emphasis of the ‘Human Resource Development’ is on the “qualitative improvement of human beings in their specific role as assets of an organization.” HRD as the total knowledge, skills, creative abilities, talent and aptitudes

of a corporation manpower also because the values, attitudes and beliefs of the individuals involved.” In other words HRD could also be defined as a development of people by providing the right environment where the individual may grow to his fullest structure and realise his fullest potentialities.

“Human Resources are the energies, skills, talent and knowledge of people, which potentially can be should be applied to the production of goods and services”. The term development implies the existence of a goal and the progress towards the development of an employee in any organization would imply that first the organization should explore his potentials and then provide him with adequate opportunities to develop those potentials which of course would be useful in achieving the organizations objectives”.

#### **NEED OF THE STUDY**

- 1.Making Available Needed Talent
- 2.Attracting and Retaining Talents
- 3.Reduced Employee Frustration
- 4.Enhancing Cultural Diversity
- 5.Improving Organizational Goodwill

#### **STATEMENT OF THE PROBLEM**

The statement of problem for the research work is, “A Study on Employee Career Development programme in Magus Customer Dialog Pvt Ltd, Chennai” this study can be conduct throughout the concerns human resource beloved department fired the ways of employees in duality and performance ratio of all the way of structures.

#### **OBJECTIVES OF THE STUDY**

- 1.To fostering Better Communication in Organization
- 2.To assisting with Career Decisions:
- 3.To better Use of Employee Skills
- 4.To setting Realistic Goals
- 5.To creating a Pool of Talented Employees
- 6.To enhancing the Career Satisfaction

#### **RESEARCH METHODOLOGY**

##### **PRIMARY DATA:**

In magus there are 800 employees in Chennai unit, we have to proceed randomly 130 respondents primary data are generated when the researcher through company direct walking, observations and experiments, to get a particular information.

##### **SECONDARY DATA:**

In includes those data which are collected from Company’s own web-sites, earlier research work

and are applicable in the study in which the researcher has presently undertaken.

### **LIMITATIONS OF THE STUDY**

1. Time Factor
2. Unsuitable for Large Workforce,
3. Lack of Objectivity
4. External Interventions
5. Lack of Knowledge and Awareness
6. Lack of Flexibility
7. Difficulty in Measuring Career Success

### **REVIEW OF LITERATURE**

Human resource development is one of the important process through which people acquire the required competencies. In every organization employees need to be competent in their skills, knowledge, organizational behaviour and values, to achieve the organizational objectives and its overall development. Good quality performance requires higher level of competencies for continuous development of organization. Competent employees thus are essential for organizational survival, development and excellence.

The level of industrialization of a country, as a whole, also significantly influences the individual organizations HRD policies and practices

### **ANALYSIS AND INTERPRETATION OF DATA**

**Table No.1**  
**CLASSIFICATION ON THE BASIS AGE**

<b>SL.NO</b>	<b>AGE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	18–25	43	33
2	26- 35 years	35	27
3	36-45 years	32	25
4	Above 45 years	20	15
Total		130	100

**Source: Primary Data**

**Interpretation**

The above table shows that age-wise classification of the respondents. 18 – 25 respondents are showing leading position with 33 percentage, the second position held by 26 - 35yrs respondents with 27 Percentage. The third position captured by 36-45yrs with 25 percentage also final value is Above 45 with 15 Percentage.

**Table No.2**  
**CLASSIFICATION ON THE BASIS GENDER**

SL.NO	GENDER	PERCENTAGE	PERCENTAGE
1	Male	75	58
2	Female	55	42
Total		130	100

**Source: Primary Data**

**Interpretation**

The above table displays that classification on the basis of gender. Male respondents are leading position with 58 percentage and rest of the percentage held by Female with 42 percentage.

**Table No..3**  
**CLASSIFICATION ON THE BASIS OF QUALIFICATION**

SL.NO	QUALIFICATION	RESPONDENTS	PERCENTAGE
1	12 <sup>th</sup>	45	35
2	UG	33	25
3	PG	30	23
4	Others	22	17
Total		130	100

**Source: Primary Data**

**Interpretation**

The above table shows that educational qualification of the respondents. 12th pass respondents are showing leading position with 35 percentage, the second position held by

UG with 25 Percentage. The third position captured by PG with 23 percentage also final value is Others with 17 Percentage.

**Table No..4**

**CLASSIFICATION ON THE BASIS OF EXPERIENCE**

SL.NO	EXPERIENCE	RESPONDENTS	PERCENTAGE
1	Below 6 months	48	37
2	7- 12 months	33	25
3	13 – 24 months	27	21
4	Above 24 months	22	17
Total		130	100

**Source: Primary Data**

**Interpretation**

The above table no. 4 indicates that classification of the respondents on the basis of experience. Below 6 months respondents are shows leading position with 37 percentage, the second position hold by 7- 12 months respondents with 25 Percentage. The third position captured by 13 – 24 months with 21 percentage also final value is Above 24 months with 17 Percentage.

**Table No..5**

**OPINION ABOUT WORKING ENVIRONMENT**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	56	43
2	Agree	38	29
3	Disagree	23	18
4	Strongly disagree	13	10
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Strongly agree respondents are shows leading position with 43 percentage, the second position hold by Agree respondents with 29 Percentage. The third position captured by Disagree with 18 percentage also final value is Strongly disagree with 10 Percentage.

**Table No..6**  
**OPINION ABOUT JOB EFFECTIVENESS**

<b>SL.NO</b>	<b>JOB EFFECTIVELY</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Strongly agree	53	41
2	Agree	40	31
3	Disagree	24	18
4	Strongly disagree	13	10
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Strongly agree respondents are shows leading position with 41 percentage, the second position hold by Agree respondents with 31 Percentage. The third position captured by Disagree with 18 percentage also final value is Strongly disagree with 10 Percentage.

**Table No..8**  
**OPINION ABOUT OPPORTUNITIES**

<b>SL.NO</b>	<b>OPINION</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully accepted	52	40
2	Accepted	41	32

3	Moderate	23	18
4	Not accepted	14	11
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully accepted respondents are shows leading position with 40 percentage, the second position hold by Accepted respondents with 32 Percentage. The third position captured by Moderate with 18 percentage also final value is Not accepted with 11 Percentage.

**Table No..9  
OPINION ABOUT NEW STRATEGIES**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Fully accepted	52	40
2	Accepted	45	35
3	Moderate	21	16
4	Not accepted	12	9
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully accepted respondents are shows leading position with 40 percentage, the second position hold by Accepted respondents with 35 Percentage. The third position captured by Moderate with 16 percentage also final value is Not accepted with 9 Percentage.

**Table No..10**

**OPINION ABOUT IMPLEMENTATION OF SOLUTIONS THAT BETTER MY SKILLS**

<b>SL.NO</b>	<b>OPINION</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully accepted	50	38
2	Accepted	40	31
3	Moderate	25	19
4	Not accepted	15	12
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully accepted respondents are shows leading position with 38 percentage, the second position hold by Accepted respondents with 31 Percentage. The third position captured by Moderate with 19 percentage also final value is Not accepted with 12 Percentage.

**Table No..11**

**OPINION ABOUT DEVELOPMENT OF EMPLOYEE SKILLS**

<b>SL.NO</b>	<b>OPINION</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully accepted	48	37
2	Accepted	43	33
3	Moderate	24	18
4	Not accepted	15	12
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully accepted respondents are shows leading position with 37 percentage, the second position hold by Accepted respondents with 33 Percentage. The third position captured by Moderate with 18 percentage also final value is Not accepted with 12 Percentage.



**Table No..12**  
**OPINION ABOUT PERSONAL CAREER**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Fully accepted	47	36
2	Accepted	45	35
3	Moderate	22	17
4	Not accepted	16	12
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully accepted respondents are shows leading position with 36 percentage, the second position hold by Accepted respondents with 35 Percentage. The third position captured by Moderate with 17 percentage also final value is Not accepted with 12 Percentage.

**Table No..15**  
**OPINION ABOUT CURRENT ROLE AT THEIR POST**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Fully satisfied	47	36
2	Satisfied	35	27
3	Moderate	28	22
4	Unsatisfied	20	15
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully satisfied respondents are shows leading position with 36 percentage, the second position hold by Satisfied respondents with 27 Percentage. The

third position captured by Moderate with 22 percentage also final value is Unsatisfied with 15 Percentage.

**Table No..16**  
**OPINION ABOUT DISCRIMINATION OF EMPLOYEES**

SL.NO	DISCRIMINATE THE EMPLOYEES	RESPONDENTS	PERCENTAGE
1	Fully Accepted	46	35
2	Accepted	34	26
3	Moderate	28	22
4	Not accepted	22	17
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully Accepted respondents are shows leading position with 35 percentage, the second position hold by Accepted respondents with 26 Percentage. The third position captured by Moderate with 22 percentage also final value is Not accepted with 17 Percentage.

**Table No..17**  
**OPINION ABOUT COMPANY SUCCEED WISE RESPONDENTS**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Fully Accepted	45	35
2	Accepted	32	25
3	Moderate	28	22
4	Not accepted	25	19
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully Accepted respondents are shows leading position with 35 percentage, the second position hold by Accepted respondents with 25 Percentage. The third position captured by Moderate with 22 percentage also final value is Not accepted with 19 Percentage.

**Table No..18**

**OPINION ABOUT CURRENT DUTIES**

<b>SL.NO</b>	<b>OPINION</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully Accepted	46	35
2	Accepted	34	26
3	Moderate	27	21
4	Not accepted	23	18
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully Accepted respondents are shows leading position with 35 percentage, the second position hold by Accepted respondents with 26 Percentage. The third position captured by Moderate with 21 percentage also final value is Not accepted with 18 Percentage.

**Table No..19**

**SATISFACTION ABOUT ON LEARN IN TRAINING**

<b>SL.NO</b>		<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully satisfied	45	35
2	Satisfied	33	25
3	Moderate	27	21
4	Unsatisfied	25	19
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully satisfied respondents are shows leading position with 35 percentage, the second position hold by Satisfied respondents with 25 Percentage. The third position captured by Moderate with 21 percentage also final value is Unsatisfied with 19 Percentage.

**Table No..20**

**SATISFACTION ABOUT JOB SKILLS**

<b>SL.NO</b>	<b>JOB SKILLS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully satisfied	46	35
2	Satisfied	33	25
3	Moderate	28	22
4	Unsatisfied	23	18
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully satisfied respondents are shows leading position with 35 percentage, the second position hold by Satisfied respondents with 25 Percentage. The third position captured by Moderate with 22 percentage also final value is Unsatisfied with 18 Percentage.

**Table No..21**

**SATISFACTION LELVEL OF EXPERIENCE**

<b>SL.NO</b>	<b>EXPERIENCE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully satisfied	46	35
2	Satisfied	35	27
3	Moderate	26	20

4	Unsatisfied	23	18
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully satisfied respondents are shows leading position with 35 percentage, the second position hold by Satisfied respondents with 27 Percentage. The third position captured by Moderate with 20 percentage also final value is Unsatisfied with 18 Percentage.

**Table No..22**

**SATISFACTION ABOUT CAREER ADVANCEMENT**

SL.NO	CAREER ADVANCEMENT	RESPONDENTS	PERCENTAGE
1	Fully satisfied	45	35
2	Satisfied	35	27
3	Moderate	26	20
4	Unsatisfied	24	18
Total		130	100

**Source: Primary Data**

**Interpretation**

The above data shows Fully satisfied respondents are shows leading position with 35 percentage, the second position hold by Satisfied respondents with 27 Percentage. The third position captured by Moderate with 20 percentage also final value is Unsatisfied with 18 Percentage.

**Table No..23**

**SATISFACTION ABOUT INVEST IN TRAINING OF EMPLOYEES**

SL.NO	SATISFACTION	RESPONDENTS	PERCENTAGE
1	Fully satisfied	49	38
2	Satisfied	34	26
3	Moderate	25	19
4	Unsatisfied	22	17
Total		130	100

**Source: Primary Data**

### Interpretation

The above data shows Fully satisfied respondents are shows leading position with 38 percentage, the second position hold by Satisfied respondents with 26 Percentage. The third position captured by Moderate with 19 percentage also final value is Unsatisfied with 17 Percentage.

**Table No..24**

### **SATISFACTION ABOUT THE EXPERTISE AND SKILLS**

<b>SL.NO</b>	<b>EXPERTISE AND SKILLS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully satisfied	50	38
2	Satisfied	38	29
3	Moderate	23	18
4	Unsatisfied	19	15
Total		130	100

**Source: Primary Data**

### Interpretation

The above data shows Fully satisfied respondents are shows leading position with 38 percentage, the second position hold by Satisfied respondents with 29 Percentage. The third position captured by Moderate with 18 percentage also final value is Unsatisfied with 15 Percentage.

**Table No..25**

### **SATISFACTION ABOUT CAREER DEVELOPMENT WISE RESPONDENTS**

<b>SL.NO</b>	<b>CAREER DEVELOPMENT</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Fully satisfied	51	39
2	Satisfied	37	28
3	Moderate	25	19
4	Unsatisfied	17	13
Total		130	100

## **Source: Primary Data**

### **Interpretation**

The above data shows Fully satisfied respondents are shows leading position with 39 percentage, the second position hold by Satisfied respondents with 28 Percentage. The third position captured by Moderate with 19 percentage also final value is Unsatisfied with 13 Percentage.

## **FINDINGS**

- Age wise 18 - 25 respondents are shows leading position with 33 percentage, the second position hold by 26 - 35yrs respondents with 27 Percentage The third position captured by 36 - 45yrs with 25 percentage also final value is Above 45 with 15 Percentage.
- Sex wise Male respondents are leading potion with 58 percentage and rest of the percentage holded by Female with 42 percentage.
- Educational wise 12th respondents are shows leading position with 35 percentage, the second position hold by UG respondents with 25 Percentage. The third position captured by PG with 23 percentage also final value is Others with 17 Percentage.
- Experience wise Below 6 months respondents are shows leading position with 37 percentage, the second position hold by 7- 12 months respondents with 25 Percentage. The third position captured by 13 – 24 months with 21 percentage also final value is Above 24 months with 17 Percentage.
- Work station, Job level, and environmentally are mostly accepted level as upto 60 percentage of respondents and the lower value of non acceptable likely to be 1 percentage.
- Discrimination, company success rate and duties level had mostly strongly accepted with averagely 50 to 60 percentage and the lower value as non acceptable have below 1 percentage.

- Learning in training, Job skills, experience in current scenario and career advancement are all have higher respondents from fully satisfied with nearly 60 percentage, then the lower value unsatisfied as of upto 20 percentage.
- Investment in employee training, expertise and skill development of employees as much as with highly satisfied with 48 percentage averagely and have the lower value with 13 percentage as un satisfied.
- Overall status the employee from this concern have highly satisfied in Career development with the concerns current work load and work environment with special care.

## **Suggestions**

### **Take a personal interest**

Make time to meet regularly with team members on a one-to-one basis to learn about their aspirations, expectations and frustrations. This outreach can help make your staff feel valued - and lead to greater productivity and loyalty. Also, help your employees to plot a career path within the company, so they can better visualize their future at your firm. Identify specific milestones for achievement, and the supporting resources employees will likely need to tap along their journey. Clear and consistent communication about career advancement opportunities can help workers feel more engaged and empowered.

### **Focus on learning**

Continued job training and education are important to an employee's professional development. Millennial workers, in particular, tend to covet these learning opportunities. Ensure that courses and workshops - paid for by the company - are part of their career plan. In addition to nurturing individual needs and specific skills, help employees keep up with what's happening in the wider industry. One cost-effective method is to host monthly lunchtime sessions with guest speakers on relevant topics, such as cloud technology or tax legislation changes. Also, reward top talent by sending them to industry conferences where they can learn and network.



### **Rotate employee roles**

The human brain thrives on variety, and job rotation is a smart way to shake up your workers' daily routine. Encourage staff to work in different but related departments or positions. A job rotation program can help to facilitate this. These opportunities will help them to gain new skills, more appreciation of their colleagues' duties and a better understanding of the business.

### **Encourage mentoring**

Establishing a formal mentoring program might be one of the smartest moves a company can make - for itself as well as for its workers' personal and career growth. Though often seen as a transfer of knowledge from veteran employees to the less experienced, mentoring works both ways.

### **Support work-life balance**

Hard work is a prerequisite for career advancement, but that doesn't necessarily mean regularly putting in 10-12 hours a day. Encourage your employees to work smart, maximize their efficiency, and leave time and energy for interests outside of work. Take a proactive approach to your team's well-being rather than waiting for problems like stress and burnout to bubble up. Embracing flexible policies that are designed to enhance work-life balance can make a huge difference to staff morale. It helps employees find the time to do their work, enjoy their life outside of the office, and take advantage of available professional development opportunities.

### **Paint the big picture**

Reminding employees of their unique contributions to the company's mission adds meaning to their role - and can increase their motivation to expand their responsibilities and advance at the firm. Don't assume they already know how their work adds value, however. A recent survey by our company found that more than half of professionals (53 percent) wish they had more insight on how their day-to-day duties make a difference to the organization. So, be sure to provide regular updates about the

organization's progress toward key objectives, and also praise and reward employees for specific achievements that help drive the business toward those goals.

### **Create a succession planning program**

Succession planning demonstrates to valued staff members that you not only want to invest in their professional development but also see them evolve into future leaders at the firm. That is a powerful message. So, don't push this important process to the back burner. Create a succession plan for every key position in your organization. It can help motivate employees to learn the skills and knowledge needed for career advancement. Plus, it's a best practice for any business. If your workers are not achieving their potential because they feel overlooked, prioritizing their professional development and career advancement is an obvious solution. Make a clear effort to cultivate a growth environment for your workers. It's an investment that can deliver huge returns for your staff and your business.

### **CONCLUSION**

Now employees have assessed their skills, employees are on concern way to creating a development plan that will accelerate organisation and employees growth and open opportunities. Concern knows what strengths employees can leverage and where they have opportunities for growth. Read through the sections that cover employees areas for growth and choose one to two development suggestions to try. Start small to avoid getting overwhelmed, and recognize that growth and change happen over time. Look at the sections that cover concerns strengths to find ways to help others who struggle in that area. Engage those around employees in concerns journey.

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