A STUDY ON EMPLOYEES CAREER ANCHORS TOWARDS CAREER DEVELOPMENT WITH REFERENCE TO GOOGOL SOFT AT CHENNAI

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ABSTRACT

The main objective of the study is to find out the career anchors of employees towards their career development. A career anchor is basically an individual's own professional perception of himself based on the judgment about their self-skills, abilities, talents, motives, needs, attitudes and values. But it is to be noted here, that this is not really possible without having a first-hand experience in a real life setting. A career anchor can only be recognized once a person has gained some work experience. And once it has been explored, a career anchor presents a promising foundation of stability throughout a person's professional life. A career anchor helps an individual to do so by providing guidelines to individuals while making decisions regarding their careers and jobs.The type of research design used is descriptive in nature and required data has been collected using a structured questionnaire as the research instrument from a sample of 110 employees.Convenience sampling technique is used in the survey. The structured questionnaire consists of multiple choices, close ended and dichotomous questions.The collected data has been analyzed using various statistical tools such as chi-square test, one sample run test, Rank correlation, H-test, Two way anova, percentage – analyzes test. This study reveals to find out the employees career anchors towards career development process and the study suggested the effective solution for improvement in employee's career.

INTRODUCTION OF THE STUDY

Career anchors are district patterns of self-perceived talents, attitude motives and values They guide and stabilize a person`s career after several years of real world experience and feedback. Change is inevitable and has always been with man since the earliest of time, but it now seems that the pace of change has accelerated like never before. Organizations - be it business firms, not for profit, public limited companies, etc. Are all experiencing the heat of change. More and more traditional myths are getting shattered and more and more new orders emerging every day. The phenomenon is more palpable in the developing economies like India especially after they opened up their markets for global competition.

As such, organizational environment that is undergoing changes has implications for the way employees are managed by the companies, and there is also a considerable impact on the way the HR system has run thus far. There is thus a need to look at the entire HR system afresh. The work described below is an attempt in this direction, which has been made to unravel the composition mix of the fuel on which any organization runs and design a career-oriented HR system which is reflexive in nature.

OBJECTIVES OF THE STUDY:
PRIMARY OBJECTIVES:

➢ To find out the career anchors of employees towards their career development.

SECONDARY OBJECTIVES:

➢ To identify the distinct patterns of self-perceived talents, abilities, aptitudes and values of employees.

➢ To analyze the managerial competences of employees under working environment.

➢ To find out the opportunities for growth and the development of employees.

➢ To analyze the analytical competences of career anchors.

➢ To determine the different orientation from the perspectives of the organization or individual.

NEED FOR THE STUDY:

➢ This study helps to integrate the employees with creative forces and improve their lifestyle.

➢ This study can make better decisions about the future of employee's career.

➤ The study provides effective guidance to assist the development of employees.

➤ This study helps to motivate employees and develop their career choice.

SCOPE OF THE STUDY:

➤ This study helps the employees to shape their initial career entry in their job expectations.

➤ The study focuses on employee's career development and life-style.

➤ The study can understand the career dynamics complexities of career development.

➤ The study helps to drift the anchors of employees to stabilize their career decisions.

➤ This study helps employees to have creative and innovative ideas towards work.

RESEARCH METHODOLOGY
RESEARCH DESIGN

It attempts to describe and explain conditions of the present by using many subjects and questionnaires to fully describe a phenomenon. Survey research design/ survey methodology is one of the most popular for dissertation research.

This study is based on descriptive research design.

SAMPLING DESIGN:

Convenience sampling: Non-probability samples that are unrestricted are called convenience sampling. It refers to the collection of information from members of population who are conveniently available to provide it.

SAMPLE UNIT:

Over 110 samples were used for the purpose of the study these samples were drawn from various departments of employees

DATA COLLECTION METHOD
PRIMARY DATA:

The primary data are those that are collected for the first time and thus happened to be original in character. The primary data used for this project was collected using questionnaire. This information will be collected from the existing employees of **GOOGOLSOFT.**

SECONDARY DATA:

The secondary data refers to the data already existing in company's

manuals, websites and previous research works done.

LIMITATIONS OF THE STUDY:

> The study was conducted under the assumption that the information given by the respondents was true.

> Timings to survey are restricted minimum by the management. Due to the limited number of questions allowed, pure and clear responses are not obtained.

TOOLS USED FOR THE STUDY:

The statistical tools applied for the study includes the following are Percentage analysis.

FINDINGS

> It is observed that 17% of the employee's rate excellent, 31% of the employees rate very good, 26% of the employees rate good, 15% of the employee's rate bad, 11% of the employee's rate very bad for their superior interpersonal skill.

> It is observed that 38% of the employees says as need

modification, 16% of the employees says as need in large extent, 15% of the employees says as need system process preferable, 24% of the employees says as no need for change, 7% of the employees not commented.

> It is observed that 47% of the employees says technical talent and 53% of the employees says managerial talent.

> It is observed that 17% of the employees says confidence level get increased,24% of the employees says as attitude change, 26% of the employees says as interpersonal skill get developed, 18% of the employees says as improved managerial knowledge,15% of the employees says as quality/quantity output.

> It is observed that 27% of the employees says as career stability, 35% of the employees says as geographic security, 12% of the employees says as organizational security, 11% of the employees says as job security, 15% of the employees says all the above.

STATISTICAL FINDINGS:

- There is significant difference between utilization of potential, capacity and future needs of organization.
  - It is positively correlated with the motivation and career development.
  - It is negatively correlated with motivation and organization growth.
  - It is negatively correlated with motivation and professional/interest.
  - It is negatively correlated with career development and professional/ interest.
  - It is positively correlated with organizational growth and professional/ interest.

SUGGESTIONS AND RECOMMENDATIONS

- From the overall observation most of the respondents feel that their self-skilled personality should be evaluated by superiors.
- From the overall observation most of the respondents feel that their

potential and capacity are not utilized properly in organization.

- Since some employees feel that their self-skilled personality is not evaluated by superior.
- Since some employees feel that superior should give more encouragement to improve our skills.
- Some employees feel that their superior interpersonal skill was not good.
- The analytical competence technique adopted in organization should be improved.
- Since some employees are not satisfied with the technical area they work.
- The company should give an opportunity to grow in their own field.
- The company has to give training to bear high levels of responsibility.
- The company can provide some opportunities to improve the acquired knowledge

CONCLUSION

The study provides interesting insights into the career orientation of the

employees in the company. This suggests that human resource planning must involve both organizational and individual interests and motives to encourage taking productive career decision. The career anchors concept offers some ideas jobs to respond to employees needs. Compatibility between career orientations and job settings produces high levels of satisfaction and organizational commitment, as well as a low intention to leave the organization. Additionally, a variety of experiences and maximum feedback from each are likely to help individuals gain a clear and stable self-concept far more quickly than they would from few jobs or minimal feedback.

DIRECTIONS FOR FUTURE RESEARCH

Today's successful corporate distinguish themselves from their competition by focusing on employees performance employees retention and employee appraisal. In an increasing competitive organizational climate. It is critical to understand about employees attitudes towards their job. So in order to identify the employee's values, career anchor technique helps to find out the self-assessment, ability, capacity, talent and attitude.

There have been various finding in their research which can be extended to other corporate sectors to build and maintain their customer base. This study is used as enforcing special treatment to the employees