

IMPORTANCE OF TRAINING NEED AND DEVELOPMENT IN TELECOM INDUSTRY- WITH REFERENCE TO KSA (CITY JAZAN)

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Abstract

Kingdom of Saudi Arabia is the largest and fast growing sector in telecommunication. A study on one of the Human resource practice training and development of telecom industry in Saudi Arabia is taken in consideration in this paper. The main objective of this paper is to know about training its need and its importance for growing the effectiveness of the organization. Training and development is the main concern area for the organization effectiveness. Training is the essence of the organization in today's era. It plays a vital role in effectiveness of organization. Training is usually conducted when a new employee introduce to an organization or in other situations like updating of technology in company, promotion of an employee, or grooming, enhancing skills in present employees etc. It is a continuous process in every company it may be on the job or off the job. Training is beneficial in two ways to employers and employee as well. When an employee is trained well as per the need of the organization it directly effects to the performance and it results to the productivity of the organization. Proper training and trained employees results in quality manpower of the company. This study reveals the importance of the training need and methods of training in telecom sector in Saudi Arabia.

Keywords: Training, Development, Employees, organization effectiveness.

Introduction

The telecom sector like any other sector is gradually internationalizing globally. telecom sector in kingdom of Saudi Arabia is in a high range too. Companies named STC, Mobily, Zain, Etihad, virgin etc are the telecom industries presently in market. The competition is arising day by day. The employers are looking for the best employees who have intellectual thinking ability and innovative mind set. They need best human resources in

their company to meet their challenges inside the country and outside the country. Human resource practices such as man power planning, recruitment and selection, training and development, performance appraisal management, compensation and benefits, exit policy are some important main practices in every organization. From the time of joining in the company till exit these above HR practices are very beneficial to employer and employees too for the better performance and it increases productivity in the organization. Credit goes to the style of implementation. Greater the implementation, greater are the positive results. training and development implemented in telecom industries in Saudi Arabia are like any other sector in Saudi but here it has observed that the employees in telecom industry are more in training sessions in or out of the company. vestibule training is considered here more. Simulations, workshops when updation of the product special services from telecom industry.

Review of literature

Training and development was described by Ng et al. (2012) as a need for the staffs and workers to learn and obtain different knowledge and specific skills hence they able to perform task and enhance the organizational skills. Training and development also defines as the growth of attitudes, knowledge and skills that required by the employees in order to perform the tasks effectively or work systematically (Tangthong, Trimetsoontorn, & Rojniruntikul, 2014). The competency of the employee will be enhanced through the training and will direct positively impact on the organizational productivity (Nadeem, 2010).

The purpose of the training and development is to establish the employees' ability in order to reach the organizations' human capital requirements for current and also the future (Ng'ethe, Iravo, et al., 2012). The objective of the organization providing training and development to workers is also for the retention and development of skills of the employees (Hassan, Razi, Qamar, Jaffir, & Suhail, 2013). Training and development also acts as a driving force to increase the staff retention rates especially for the employees who want to pursue for career development (Chen, 2014). Tummers, Groeneveld and Lankhaar (2013) mentioned that when the training and development meets the employees' expectation, it will correlate with the retention rate of staffs positively.

Objectives

- 1) To know the need of training and it's prospective on employee's performance and productivity.

Methodology

Secondary data is used to do the present research. The data is prepared by the help of publications, books, documentaries, articles, reports, and with reference to annual reports.

Training need in organization:

When new candidates join the company as fresher or an experience employee who was working in other company are given training, orientation day /session familiar them with the organization objectives, Mission, visionary statement, different department and employees working in superior position. They are aware of all rules and regulations and working hours, duties and responsibilities etc.

Training is also given to the employees who are working already in the company, it may comprise of workshops, enhancing skills sessions etc. Training is also done in when any updation of technology or product or services in company is added. Here training sessions for enhancement develop the knowledge on a particular area is increased.

Training is also needed when an employee is given higher growth in career. it gives a proper knowledge on higher level job.

Two main methods of training in any organization:

On the job training-training methods which are given to employees in their own working hours. Training sessions, workshops, job rotation, coaching, promotions etc because it is inside the company it is cost efficient and very comfortable to employees.

Off the job training- training which is given other than work conditions. It is generally used in case of new employees. Instances of off the job training methods are workshops, seminars, conferences, etc. Such method is costly and is effective if and only if large number of employees have to be trained within a short time period. Off the job training is also called as vestibule training,i.e., the employees are trained in a separate area(may be a hall, entrance, reception area,etc. known as a vestibule) where the actual working conditions are duplicate

Prospects of proper training in organization:

Training help the employees and employer aware about the ongoing development outside the organization. Training helps the employee to get satisfied in workplace. It is actually a security given intentionally from employer. Employees when show interests in simulations, training sessions indirectly contracts with the employee for future time. This cover employee turnover, employee retention in the company.

- 1) **Crisis management**- employees when trained well for pre-crisis, time of crisis, and post crisis perform in crisis situations. They are well trained for the swift crisis situations. The sudden change in customer preferences, marketing strategies, change in technology, maintaining market share, etc are the situations where employer and employee should be alert. Training for these kinds of situations may prevent from inclining of market share. Better planning, training is done before crisis situations.
- 2) **Up gradation of employees**- by proper training employees advances themselves in skills and efficiency in working in difficult situations as well. on the whole it increases productivity in the organization.
- 3) **Increased employee performance**- employee performance is directly related to the way of training given to employees. Interest in working in workplace ,responsibilities over job ,handling difficult situations, confidently facing the new rules and responsibilities etc are some of the signs of increased in employee performance.
- 4) **Enhancing skill set**- employees who can have some weal intellectual ability may get proper training by blended training. as some employees may not confront their weaknesses they may be beneficial by the training sessions, workshops, which in turn increases job satisfaction in employees.
- 5) **Quality workforce**- employee turnover, performance, productivity, increases by quality training. Analyzing training need and making a group of employees who can again train their subordinate's increases quality workforce. It in turn increases what company needs to hike its market share, brand name, good will etc.

Conclusion and suggestions

It is concluded and recommended that the best training practices are very important for both employer and employee development. They are interrelated by each other in developing skill set and updating their awareness. As competition is increasing day by day the employers should be alert for more innovation management style in enterprises. In return employees should also be well enthusiastic in learning new updation. Employees and employer relation effect each other's development, and then it would run on total quality management.

The paper concludes the training programmes given in telecom sector in Saudi Arabia are dependent on the changing technology and changing business environment. Telecom market here is globalised, and depends on customer needs. In order to meet the challenge the company should react swiftly. They should be well planned for training programmes and should make proper simulation sessions with employees.

Finally the future research can be conducted on various variables like employer and employee relationship, new learning training strategies, training need analysis in particular department: like production and operations etc. so that it returns to best productivity in the organization and employee retention too.

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