



# "TO STUDY HOW HR POLICIES AFFECT JOB SATISFACTION IN THE BPO SECTOR IN MADHYA PRADESH"

By

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## ABSTRACT

The organization's values and understanding of how people and things should be treated are outlined in HR policies. As such, it acts as a point of reference for developing human resources management procedures or for making decisions pertaining to individuals. The goal of this study is to examine and evaluate how HR policies affect job satisfaction in the BPO industry. An organization can show both internally and externally that it complies with diversity, ethics, and training regulations as well as its obligations regarding employee regulation and corporate governance by creating HR policies.

HR policies cover a wide range of topics, such as employee performance, appropriate, methodical administration of a business, and job happiness. The abstract highlights how HR rules are essential to BPO organizations' performance and how crucial they are for handling high-pressure situations. It draws attention to important topics covered by HR regulations, including hiring, training, pay, and performance evaluation. It acknowledges the need for flexibility and alignment with corporate objectives, as well as challenges including high turnover and cultural diversity. In general, the abstract emphasizes how important HR policies are to luring and keeping people, increasing output, and cultivating a healthy workplace culture in the fast-paced BPO industry. It is anticipated that the results would educate HR experts, board members, and legislators, ultimately enhancing the performance and sustainability of BPO companies through efficient HR strategies.

**KEYWORDS:** *HR Policies, Job satisfaction, BPO*

## INTRODUCTION

### HR Policy

HR Policies are continuing guidelines of the organization which are intended for adoption in managing its people.

It represents specific guidelines to HR managers various matters concerning employments. It states the intent of the organization about different aspects of Human Resource management such as recruitment, promotion, compensation, training, selections etc. The need can be highlighted by way of following points:

They provide clear communication between the organization and their employees regarding their condition of employment, form a basis for treating all employees fairly and equally. Policies are a set of guidelines for supervisors and managers, they create a basis for developing the employee's handbook, and establish a basis for regularly reviewing possible changes affecting employees.

### **Main Steps for Formulation- HR POLICY**

Identify Areas : Collect Data: Evaluate Alternatives: Communicate the Policy: Evaluation of the Policy:

HR policies should be designed to promote common interest, create safe and healthy working conditions, give proper recognition for work and accomplishment, recognize impact of change on people, encourage employees' participation and recognize the functions and responsibilities of the trade unions.

### **BPO SECTOR**

Contracting out certain business activities to outside service providers, who carry them out on behalf of the client company in exchange for a fee, is known as business process outsourcing, or BPO. These operations cover a variety of tasks, including marketing, payroll administration, technical support, document processing, and human resources, to name a few. Businesses can save money and focus on their primary business operations by utilizing BPO services.

Between 2004 and 2005, India's outsourcing sector saw a notable uptick in both export and domestic markets. Due to the cost-effectiveness and superior quality of the service, foreign clients are increasingly choosing Indian BPOs to outsource their back-office and procedural chores. India's huge English-speaking workforce and strong telecommunications infrastructure are responsible for this expansion. Pharmaceuticals, insurance, telecom, healthcare, automotive, banking and finance, e-commerce and retail, and airlines are some of the major industries that profit from BPO services. Reputable for their performance and service excellence, Accenture, Tata Consultancy Services, Hewlett Packard, Infosys BPO, HCL, IBM-Daksh, Cap Gemini, Convergys, and Wipro are a few of India's leading BPO service providers.

### **JOB SATISFACTION:**

The degree to which an employee feels self-motivated, content, and satisfied with their work is known as job satisfaction. When a worker thinks they have professional advancement, job security, and a good work-life balance, they are satisfied with their job. This suggests that the worker is content with their position since their employment satisfies their personal standards. Good Salary, Respect & Recognition, Job security, Challenges, Career Growth are a few factors of Job Satisfaction

According to Cleveland, Murphy, and Williams (1989), businesses utilize performance reviews for both internal and external goals. Poor performance is identified and compensation and promotion decisions are made using the between-individuals evaluation. The within-individuals strategy, which provides performance feedback and identifies each person's strengths and weaknesses as well as training needs, conflicts with the between-individuals approach. The researchers proposed a third use case: systems maintenance, which assesses goal identification and attainment and determines individual training needs. Lastly, the researchers proposed that performance reviews may be used.

Chen and Hsin-yi (1995) investigated how American and Chinese businesses in Taiwan differed in terms of organizational climate and human resource procedures.

The impact of HRM practices on the firm's perceived organizational and market success was emphasized by Harel and Tzafir (1999).

According to Peter Drucker (1999), managers are in charge of an organization's workforce development. He maintained that managers should be able to use regular training and development to transform their staff members' abilities into productive job performance as part of their job duties. He went on to say that the shortcomings of employees are irrelevant. Drucker also recommended that management and all employees in the company should receive training and growth.

In his study, Dhawan, S. K. (2001) discovered that personality types, organizational hierarchy levels, and job categories all affect job satisfaction. He looked at five aspects of job happiness: opportunity, learning and challenge, influence over superiors, enjoyment and significance of work, group satisfaction, and desired future.

By implementing socially responsible HR practices, Simmons (2003) emphasized the necessity of striking a balance between performance, accountability, and equity in stakeholder interactions.

Singh, K. (2003) investigated how human resource management techniques affected Indian firms' performance. According to his analysis, the goal of human resources in an organization is to guarantee that the company has access to skilled, driven, and learning workers who can help it accomplish its goals.

According to Hyde and Pethe (2005), the current era of management is one of employee involvement and human resource development. The ideas of employee empowerment, employee involvement, and organizational growth and development are all directly related.

The evolution of human resource management in the modern era was examined by Ramesh, T. (2005). He said that the competitive company environment of today offers the HRM function both significant potential and difficulties, including significant technological advancements in recruiting, selection, training, appraisals, rewards, and other human resource practices.

T. Kassahun (2005) According to his research, Indian employees' assessments of their level of loyalty to their company varies significantly.

In their 2005 study, Sanne G.A. et al. investigated how organizational commitment among Dutch university staff was impacted by HRM methods and antecedents (personal factors, job and role characteristics, and work experiences). Participatory management has been shown to improve job satisfaction (Lee, 2006). The association between work satisfaction and participatory management in local government organizations was investigated in Lee's study. Four control variables were employed by the researcher to improve the study: years of employment, position, union membership, and teamwork experience. This study's conclusion is that it showed how important it is to implement participative management as an HRM technique to raise employee happiness and organizational effectiveness.

## OBJECTIVES -

1. To know impact of HR policies on employee's job satisfaction.
2. To find out the relationship between HR and employees.
3. To know the types of policies used in BPO sectors.

## METHODOLOGY

This is exploratory research and desk-research in nature focused on primary data frequently relying on secondary research, including the review of existing literature, qualitative approaches, including informal conversations with customers, staff, management, or competitors, and more formal approaches, including in-depth interviews, focus groups, projective methods, case studies, or pilot studies. To accomplish the goals of research, primary data was gathered using a standardized questionnaire. The secondary data was gathered from research papers, reports and articles. To gather the primary data, 100 employees from BPOs were included in the sample size using convenience sampling technique SPSS 20 and Reliability test was used for Data analysis To collect the data from the respondents Likert scale scaling technique is used

## Analysis and Data interpretation

### RESPONDENTS PROFILE

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	81	81.0	81.0	81.0
	26-45	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Table No. : 1

Qualifications					
		Frequency	Percent	Valid Percent	Cumulative Percent
12TH GRADUATE POST GRADUATE Total	30	30.0	30.0	30.0	81.0
	49	49.0	49.0	79.0	100.0
	21	21.0	21.0	100.0	
	100	100.0	100.0		

Table No. :2

<b>GENDER</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	73	73.0	73.0	73.0
	FEMALE	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Table No. :3

<b>State</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MP	100	100.0	100.0	100.0

Table No. :4

<b>How long have you been doing job in BPO Sector ?</b>					
	years	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5	85	85.0	85.0	85.0
	5-10	13	13.0	13.0	98.0
	10+	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Table No. :5

<b>6. Do you think that hr policies play an important role ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	85	85.0	85.0	85.0
	NO	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Table No. :6

<b>7. Are you satisfied with the hr policies in your company ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	87	87.0	87.0	87.0
	NO	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Table No. :7

<b>8. Do you think if hr policies are not applied at your workplace , then you will feel better or more satisfied?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	49	49.0	49.0	49.0
	NO	26	26.0	26.0	75.0
	MAY BE	16	16.0	16.0	91.0
	I DONT KNOW	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Table No. :8

Do you think hr policies make good relationship between employer and employee ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	73	73.0	73.0	73.0
	NO	7	7.0	7.0	80.0
	MAY BE	16	16.0	16.0	96.0
	I DONT KNOW	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Table No.9

10. Do you think hr policies control all over activities in a company ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	67	67.0	67.0	67.0
	NO	6	6.0	6.0	73.0
	MAY BE	14	14.0	14.0	87.0
	I DONT KNOW	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Table No.10

11. Do you think that hr policies show path to you , what you should do or not ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	70	70.0	70.0	70.0
	NO	9	9.0	9.0	79.0
	MAY BE	9	9.0	9.0	88.0
	I DONT KNOW	12	12.0	12.0	100.0

Table No.11

12. Do hr policies justify your work and liabilities ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	73	73.0	73.0	73.0
	NO	7	7.0	7.0	80.0
	MAY BE	16	16.0	16.0	96.0
	I DONT KNOW	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Table No. :12

13. Do you agree hr policies make rules and regulations in a company ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	74	74.0	74.0	74.0
	NO	26	26.0	26.0	100.0

	Total	100	100.0	100.0	
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Table No.13

<b>. 14. Why hr policies are important for employees of any organization</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	to fullfilneeds	14	14.0	14.0	14.0
	resolve problems	11	11.0	11.0	25.0
	all thosethings	75	75.0	75.0	100.0
	Total	100	100.0	100.0	
	Total	100	100.0	100.0	

Table No.14

<b>15. How are Recruitment and Hiring policies in your company ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GOOD	24	24.0	24.0	24.0
	BEST	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

Table No.15

<b>16. Are you satisfied with reward management policies in your company ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	89	89.0	89.0	89.0
	NO	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Table No.16

<b>17. Are you satisfied with code of conduct and policies with reference to harassment , shift or gender issue in your company ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	91	91.0	91.0	91.0
	NO	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Table No.17

<b>18. Are you satisfied with safety policies in your company ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	95	95.0	95.0	95.0
	NO	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Table No.18

<b>19. Are you satisfied with Disciplinary and Termination policies in your company ?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	YES	96	96.0	96.0	96.0
	NO	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Table No.19

20. What are your expectations from HR policies ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nothing	42	42.0	42.0	42.0
	resolve problems of employee	21	21.0	21.0	63.0
	fulfil needs of employee	16	16.0	16.0	79.0
	other	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Table No.20

## OBSERVATIONS AND FINDINGS

- As I find that most of respondents lie between age group 18 to 25 years and other respondent are in 26 to 45 years age group .
- maximum respondents are male
- All respondent live in M.P.
- The Educational qualification of Maximum respondents is graduation.
- Maximum experience of respondents lies between 1 to 5 years in BPO Sector .
- 85% employees respond to a 'yes' when they talk about HR Policies playing an important role in any organization .
- 87% are satisfied with HR Policies in their company.
- 49% respondent think if hr policies are not applied in their company, they will feel happier and satisfied at work place. And 26% respondent think if hr policies are not applied in their company, they will not feel better and satisfied at work place. And 16% respondent think may be and 9 % respondents think they are not sure about this.
- 73% respondents feel that hr policies make good relationships between employers and employee,
- 67% respondent feel that hr policies control all over activities in a company
- 70% respondent feel that hr policies show path to them, what they should do or not, 12% respondent are not sure about this statement.
- 81% respondent feel that hr policies justify their work and their liabilities
- 74% respondent agreed that hr policies make rules and regulations in a company
- 14% respondents feel hr policies important for employees of a company to fulfil needs of employees, and 75% respondents feel hr policies are important for employees of a company to resolve all problems of employees
- 76% respondents feel that there is best recruitment and hiring policies in their company
- 89% respondents are satisfied with reward management policies in their company, and 11% respondent are not satisfied with reward policies in their company.
- 91% respondents are satisfied with code of conduct and policies with reference to harassment, shift or gender issues in their company
- 95% respondents are satisfied with safety policies in their company
- 96% respondent are satisfied with disciplinary and termination policies in their company
- 53% respondent don't have any expectations from hr policies, and 27% respondent have expectations from hr policies that they resolve problems of employees, and other 20% respondent have expectations from hr policies that they should fulfil

## CONCLUSION

HR policies are crucial to the survival of any business and aid in ensuring that workers are happy in their jobs. I investigated the effect of HR policies on job satisfaction in the BPO industry for this study. and the results of my investigation were favorable. HR policies should prioritize professional progress, which is transparent and easy to quantify, and career planning for staff members in the unit. HR policies should integrate a well-structured career planning framework that provides employees in their business with clarity on career planning. Rewards and recognitions should also be used to motivate the staff members in these chosen units. Depending on an employee's performance and the company's policies, rewards may be monetary or non-monetary.

Employee obligations must be emphasized in HR policy since it is a two-way process. It is impossible to expect employees to be dedicated until management shows that it values them.

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