

A STUDY ON IMPACT OF FORMAL RULES AND REGULATIONS TOWARDS EMPLOYEES ATTITUDE WITH REFERENCE WITH INDIA INFOLINE LTD, CHENNAI

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Abstract: Organizational culture is a system of shared beliefs & attitudes that develop within an organization & guides the behavior of its members. It is also known as “corporate culture”, & has a major impact on the performance of organization & especially on the quality of work life experienced by the employees. Organizational culture “consists of the norms, values & rules of conduct of an organization as well as management styles, priorities, beliefs & inter-personal behaviors. Based on this a research was conducted to study the impact of formal rules and regulations towards the employee’s attitude.

The research was conducted for a period of four weeks. The research design used was descriptive research design. Primary data was collected from a sample of 50 employees through a well structured questionnaire. The sampling design used was stratified sampling. The collected data was analyzed using percentage analysis and one way ANOVA was used to check the variations between the employee’s code of conduct and company’s rules and regulations.

From the study conducted it was noticed that majority of the employees were male between an age group of 20-29 with 0-3 years of experience. Most of them rated/found/ felt that code of conduct in the organization was important but found /felt that the company’s rules and regulations to be satisfactory only. The hypothesis tested showed that there is no significant variation between the employee’s code of conduct and the company’s rules and regulations there by accepting the null hypothesis. From the study the suggestions given to the management was to conduct a training program to the employees highlighting the importance of general rules and regulations and to introduce shift system in the future course of time.

Keywords: Attitude, Employee, Training, Shift system, Code and Conduct

INTRODUCTION

ABOUT THE STUDY

Attitude

An **attitude** is an expression of favor or disfavor toward a person, place, thing, or event (the **attitude object**). Prominent psychologist **Gordon Allport** once described attitudes “the most distinctive and indispensable concept in contemporary social psychology .Attitude

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can be formed from a person's past and present. Attitude is also measurable and changeable as well as influencing the person's emotion and behavior.

Employee Attitude

The attitudes of employees in the workplace can have a significant effect on the business as a whole. Attitude is one of the hidden, hard-to-measure factors that ends up being crucial to the success of a company. Whether for better or for worse, employee attitudes tend to have a drastic impact on the productivity of a business, both directly and through the effect on other job-related factors.

Organisational Culture

Organizational culture is the behavior of humans who are part of an organization and the meanings that the people attach to their actions. Culture includes the organization values, visions, norms, working language, systems, symbols, beliefs and habits. It is also the pattern of such collective behaviors and assumptions that are taught to new organizational members as a way of perceiving, and even thinking and feeling. Organizational culture affects the way people and groups interact with each other, with clients, and with stakeholders.

Organizational culture refers to culture in any type of organization be it school, university, not-for-profit groups, government agencies or business entities. In business, terms such as **corporate culture** and **company culture** are sometimes used to refer to a similar concept.

Although the idea that the term became known in businesses in the late 80s and early 90s is widespread, in fact *corporate culture* was already used by managers and addressed in sociology, cultural studies and organizational theory in the beginning of the 80s.

The idea about the culture and overall environment and characteristics of organization, in fact, was first and similarly approached with the notion of organizational climate in the 60s and 70s, and the terms now are somewhat overlapping

Organisational Culture and Employee Attitude

Organizational culture is a system of shared beliefs & attitudes that develop within an organization & guides the behavior of its members. It is also known as "corporate culture", & has a major impact on the performance of organization & especially on the quality of work life experienced by the employees. Organizational culture "consists of the norms, values & rules of conduct of an organization as well as management styles, priorities, beliefs & inter-personal behaviors. Together they create a climate that influences how well people communicate, plan & make decisions". Organisation culture has received much attention in the last two decades due to its effects and potential impact on the organizational success. Organizational culture is a critical factor in enhancing the Employee Job Attitude.

OBJECTIVES OF THE STUDY

Primary Objective

To study the impact of formal rules and regulations towards the Employee Attitude with reference to India Infoline ltd

Secondary Objectives

1. To know about the employee's attitude on their code of conduct
2. To understand the employee's awareness towards the company's rules and regulations
3. To find out the variations in the employee's code of conduct over the company's rules and regulations
4. To give suggestions

NEED OF THE STUDY

To understand the variations in the employee attitude and compare the actual and perceived code of conduct and to find the gap between the actual and perceived code of conduct. To analyze how this code of conduct contributes to the productivity of the employee

SCOPE OF THE STUDY

This study also helps to ascertain the future potential of firm and is used to understand employee attitude. This project seeks to investigate the grey areas for improvement in order to fill the gap between the perceived and actual code of conduct .To train and motivate the employee's in order to bring in changes in their attitude towards the rules and regulations of the company.

RESEARCH METHODOLOGY

Research Design

The research design used in this study was descriptive research design.

Sampling Design

Sampling method: - In this study convenience sampling method was used in selecting the samples.

Population

Population refers to the number of units to be included in the study

The population comprises of 500 employees.

Sample Size: The universe of the study includes permanent employees that are stated above. Out of the 500 employees, only 50 are selected for the study.

DATA COLLECTION: Primary data was collected using Questionnaires. The primary data has been collected directly by the student researcher from the original source.

DATA ANALYSIS

Simple Percentage Method:

It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data.

$$\text{Percentage} = \frac{\text{No of Respondents}}{\text{Total Respondents}} \times 100$$

ANOVA

Analysis of variance is used in statistic to measure the variance of two variables. It is a statistical tool used to find the degree of variation based on the formulated hypothesis. F test is used.

DATA ANALYSES AND INTREPRETATION

Simple Percentage Method

Table 1
Gender of the Respondents

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Male	34	68.0
Female	16	32.0
Total	50	100.0

Inference

It is inferred that, Out of the 50 respondents surveyed 68% of them were found to be male and 32% were found to be female. Most of them were male.

Table 2
Age of Respondents

<i>Age</i>	<i>Frequency</i>	<i>Percent</i>
20-29	42	84.0
30-39	6	12.0
40 & ABOVE	2	4.0
Total	50	100.0

Inference

It is inferred, Around 84% of the respondents were between the age of 20-29, 12% between the age of 30-39 and 4% above the age of 40 out of the 50 respondents. Most of them were found to be between the age of 20-29

Table 2.3
Experience of the Employees

<i>Experience</i>	<i>Frequency</i>	<i>Percent</i>
0-3 YRS	41	82.0
4-7 YRS	8	16.0
ABOVE 8 YRS	1	2.0
Total	50	100.0

Inference

It is inferred, around 82% of the respondents were between the experiences of 0-3 years, 6% of them with an experience of 4-7 years and 6% were with an experience of 8 years and above. Most of them had an experience between 0-3 years.

Table 2.4
Importance of Code of Conduct

<i>Code of Conduct</i>	<i>Frequency</i>	<i>Percent</i>
Most Important	22	44.0
Important	26	52.0
Neutral	1	2.0
Not Important	1	2.0
Total	50	100.0

Inference

It is inferred, 44% of the respondents found that code of conduct is most important, 52% as important, 2% as neutral and the remaining 2% as not important. Most of them found code of conduct at work as importance

Table 5
Company Rules and Regulation

<i>Rules and Regulation</i>	<i>Frequency</i>	<i>Percent</i>
Not Satisfactory	8	16.0
Satisfactory	34	68.0
Good	8	16.0
Total	50	100.0

Inference

It is inferred, around 16% responded that they are not satisfactory with the company’s rule and regulations, 68% found that they are satisfactory and 16% of them responded as good. Most of them felt that it was satisfactory.

Table 6
Fun While Work

<i>Fun while work</i>	<i>Frequency</i>	<i>Percent</i>
A	5	10.0
B	30	60.0
C	8	16.0
D	4	8.0
E	3	6.0
Total	50	100.0

Inference

It is inferred, 10% of the respondents strongly agree, 60% agree, 16% of them find it neutral, 8% disagree, 6% as strongly disagree that they have fun while work. Most of them agreed with it.

Table 7
Checking Attendance Records In Iwin

<i>Attendance</i>	<i>Frequency</i>	<i>Percent</i>
Never	8	16.0
Rarely	5	10.0
Sometimes	16	32.0
Often	21	42.0
Total	50	100.0

Inference

It is inferred, 16% of the respondents told that they never check their attendance in IWIN, 10% told that they rarely check, 32% told sometimes and 42% told that they often check. Most of them told that they often check attendance.

Table 8
Carrying Identity Cards

<i>Identity Cards</i>	<i>Frequency</i>	<i>Percent</i>
Never	1	2.0
Rarely	10	20.0
Sometimes	6	12.0
Often	33	66.0
Total	50	100.0

Inference

It is inferred, Around 2% of the respondents never carry their identity cards at work, 20% rarely, 12% sometimes and 66% often. Most of them often carry their identity cards.

Table 9
Change in Attitude

<i>Change in Attitude</i>	<i>Frequency</i>	<i>Percent</i>
Strongly Agree	2	4.0
Agree	32	64.0
Neutral	13	26.0
Disagree	3	6.0
Total	50	100.0

Inference

It is inferred, Around 4% strongly agree that they have a change in attitude after joining the company, 64% agree, 26% as neutral and 6% as disagree. Most of them agree with the change in attitude.

Table 10
Balancing Work and Personal Life

<i>Work and Personal Life</i>	<i>Frequency</i>	<i>Percent</i>
Strongly Agree	1	2.0
Agree	33	66.0
Neutral	13	26.0
Disagree	2	4.0
Strngly Disagree	1	2.0
Total	50	100.0

Inference

It is inferred, Around 2% strongly agree, 66% agree, 26% as neutral, 4% as disagree and 2% as strongly disagree out of the 50 respondents on the balance of work and personal life, most of them agree

Table 2.11
Responsibilities and Duties of Employees

<i>Responsibilities</i>	<i>Frequency</i>	<i>Percent</i>
Not Satisfactory	7	14.0
Satisfactory	35	70.0
Good	8	16.0
Total	50	100.0

Inference

It is inferred; around 14% of them found it not satisfactory, 70% as satisfactory and 16% as good about their responsibilities and duties at work. Most of them found it satisfactory.

Table 12
Flexible Working Time

<i>Flexible Working Time</i>	<i>Frequency</i>	<i>Percent</i>
Not Satisfactory	9	18.0
Satisfactory	36	72.0
Good	3	6.0
Excellent	2	4.0
Total	50	100.0

CHART 12

FLEXIBLE WORKING TIME

Inference

It is inferred, Out of the 50 respondents 18% found that the flexible working time as not satisfactory, 72% as satisfactory, 6%as good and 2% as excellent. Most of them found it satisfactory.

Table 13
Support of Shift System

<i>Shift System</i>	<i>Frequency</i>	<i>Percent</i>
Yes	29	58.0
No	21	42.0
Total	50	100.0

Inference

It is inferred, around 58% of them told yes for the shift system and 42% of them told no for the new shift system. Most of them wanted the shift system of work.

CODE OF CONDUCT VERSUS RULES AND REGULATIONS

HO: There is no significant variation between the employee's code of conduct and company's rules and regulations

H1: There is significant variation between the employee's code of conduct and company's rules and regulations

Table 14
Code of Conduct and Rules and Regulations

ANOVA

Importance of Code of Conduct

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups (Combined)	4.191	2	2.095	4.683	.014
Within Groups	21.029	47	.447		
Total	25.220	49			

Inference

It is inferred, that the calculated value was 0.14. Since F value is found to be more than 0.05, null hypothesis was accepted at 5 percent level of significance. Hence thereby it is concluded that there is no significant variation between the employee's code of conduct and the company's rules and regulations.

FINDINGS

- Majority of the respondents were male. Out of the 50 respondents surveyed 68% of them were found to be male and 32% were found to be female.
- Majority of the respondents were found to be between the age of 20-29. Around 84% of the respondents were between the age of 20-29, 12% between the age of 30-39 and 4% above the age of 40 out of the 50 respondents.
- Majority of the respondents had an experience between 0-3 years around 82% of the respondents were between the experience of 0-3 years, 16% of them with an experience of 4-7 years and 6% were with an experience of 8 years and above.
- Majority of the respondents found code of conduct at work as importance. Around 44% of the respondents found that code of conduct is most important, 52% as important, 2% as neutral and the remaining 2% as not important.
- Majority of the respondents felt that it was satisfactory with the company's rule and regulations. Around 16% responded that they are not satisfactory with the company's rule and regulations, 68% found that they are satisfactory and 16% of them responded as good.
- Majority of the respondents agreed they have fun while work. Around 10% of the respondents strongly agree, 60% agree, 16% of them find it neutral, 8% disagree, 6% as strongly disagree that they have fun while work.
- Majority of the respondents told that they often check attendance at IWIN. Around 16% of the respondents told that they never check their attendance in IWIN, 10% told that they rarely check, 32% told sometimes and 42% told that they often check.
- Majority of the respondents often carry their identity cards. Around 2% of the respondents never carry their identity cards at work, 20% rarely, 12% sometimes and 66% often carry their identity cards.
- Majority of the respondents around 4% strongly agree that they have a change in attitude after joining the company, 64% agree, 26% as neutral and 6% as disagree.
- Majority of the respondents agree with the change in attitude. Around 2% strongly agree, 66% agree, 26% as neutral, 4% as disagree and 2% as strongly disagree out of the 50 respondents on the balance of work and personal life.
- Majority of the respondents found it satisfactory about their responsibilities and duties at work. Around 14% of them found it not satisfactory, 70% as satisfactory and 16% as good about their responsibilities and duties at work.

- Majority of the respondents found it satisfactory for flexible working time. Out of the 50 respondents 18% found that the flexible working time as not satisfactory, 72% as satisfactory, 6% as good and 2% as excellent.
- Majority of the respondents wanted the shift system of work. Around 58% of them told yes for the shift system and 42% of them told no for the new shift system
- The hypothesis tested showed that there is no significant variation between the employee's code of conduct and the company's rules and regulations there by accepting the null hypothesis

SUGGESTIONS

From the study conducted the following suggestions are given to the management from the data analysis and findings of the study

1. The management can conduct a training program to the employees highlighting the importance of general rules and regulations.
2. They can introduce shift system in their workplace for the betterment of the employees in the future course of time.
3. They can provide the employees regular incentives with arrears during the appraisal as stated in by the employee's feedback.

CONCLUSION

The study titled "A study on the impact of formal rules and regulations towards the employee's attitude with reference to India Infoline Ltd" was successfully completed in the period of four weeks. From the study it was found that employee attitude in a organisation plays a major role in framing the organisation's culture. As a whole it is concluded that there was a positive impact of the formal rules and regulations towards the employee's attitude thereby satisfying the objectives of the study.

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