A Study on Latest Learning & Development Trends and Its Effectiveness In IT Industries

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Abstract:
Most of the companies including non-IT are enabled with trending technologies in its day-to-day operations and business. Companies believe that to be successful in competitive world, it is must to have a good work force. This can be achieved only by providing a learning and development opportunities for the employees to upgrade their skillsets and grow along with the company. Employees and their knowledge are the biggest asset for any organization. The objective of this study is to understand the latest training trends available globally and the younger generation's learning expectations. Also, whether the available training methods and trends are effectively used to upskill their employees. Questionnaire was distributed to people working in various companies and their responses were recorded. The study result confirms that most of the companies uses latest training trends to upskill their employees but there are equal number of responses recorded on sometimes and this should be improved in future to achieve maximum effect on upskilling. SDL is one of the trending learning mode much preferred by younger generation.

Keywords: learning, up skilling, development, SDI, effective coaching strategies.

INTRODUCTION

Most of the companies including non-IT are enabled with trending technologies in its day-to-day operations and business. Companies believe that to be successful in competitive world, it is must to have a good work force. This can be achieved only by providing a learning and development opportunities for the employees to upgrade their skillsets and grow along with the company. Employees and their knowledge are the biggest asset for any organization.

Now-a-days, people are interested to join and start their career with the company which provides good learning and development opportunities for their employees. Many organizations now use learning and development opportunities as employee empowerment tool to reduce retention rate. For this study, we have considered latest generation (Gen Y) who born between 1980 and 1996 to understand their learning needs and expectation.

Dale S. Beach defines training as 'the organized procedure by which people learn knowledge and/or skill for a definite purpose.' Training refers to the teaching and learning activities carried on for the main purpose to help members of an organization gain and apply the learnt knowledge, skills, attitudes and abilities required for a job and organization.

CORPORATE TRAINING INITIATIVES IN INDIA

For the past couple of years, Indian government and organizations took extra steps in developing people

through various training initiatives through both direct as well as e-learning modes. This is mainly due to the increase in competition and the entry of multinational companies in India, which has forced them to look for various alternatives to develop organizational effectiveness.

a)   Training is considered as more of a retention tool than as a cost to the organization.

b)   Not only have organizations increased their investment in training and development practices, but they have also systematized training policies and practices right from the training need analysis to training evaluation and feedback.

c)   The training structure in the Indian industries have been distorted to create a smarter workplace and to gain better results.

d)   The effective usage of human capital is the aim of any company and upskilling is a tool to reach business goal and reach maximum outcomes.

e)   This is a positive sign which clearly explains that organizations operating in country like India are very serious about their L&D functions and upskilling activities.

f)   Information technology has drastically modified the working patterns of industry and the lifestyle of people.

REVIEW OF LITERATURE

Literature review has been conducted to know the previous work on similar topics that clearly states the modern trends in learning and development. the requirement for coaching & development arises to satisfy the gap between current performance of worker & needed performance for the task.

Bhattacharjee, Soumendra & Mukherjee, Subhadeep (2017) presented the global trends in the corporate world is to emphasize more on applying systematic approach to training and development in order to achieve higher level of organizational effectiveness.

Cherniss, Cary (2010) has evaluated the effectiveness of a leadership development program based on International Organization for Standardization (ISO) principles. The program utilized process-designed training groups to help participants develop emotional and social competence.

Ambika, Bhatia & Kaur, Lovleen (2014) presented the value of training practices worldwide. It also aimed at studying the current & expected future training trends worldwide. Moreover, it also focused on the training initiative taken by Indian organizations.

Sivathanu, N & Radhika, R (2020) has analyzed the behavior and attitude differences within Gen Y who born between 1981 and 1996. The results confirm that there is a significant difference in attitude and behavior within the group due to generational impact.

In order to know the newest trends in L&D that resolves the issues that the organization faces nowadays during this technological era.

STATEMENT OF THE PROBLEM

Organizations are seeking to apply systematic approach in implementing latest training trends to achieve high productivity. There is a lack of awareness about latest technological updates and new trends in Learning & Development. There could be a lack of skillsets to adapt the latest training trends available globally.

OBJECTIVE OF THE STUDY

The objective of the study is

- To study the latest training trends available and employee's learning expectations.

- ▪ To study the effective usage of recent trends and practices in training, coaching and developing the employees.

- ▪ To study the latest generation (Gen Y) and their interest to upskill themselves.

HYPOTHESIS

Hypotheses were developed to understand the latest trends in L&D and its effective usage.

H_0: Companies aware of new trends in L&D and it is effectively used to upskill their employees

RESEARCH METHODOLOGY

Ten companies located in Nagercoil and few metro cities were considered for this study. All the companies considered for this study has approximately 300 to 500 employees and so the total population for the study is 5000. Using Simple Random Sampling (SRS), 800 employees were approached and received responses from 598 employees where only 555 responses are considered as valid.

Online data collection questionnaire was prepared and sent to people. The questionnaires consist of three sections and 20 questions which shared with people from different level of job roles. Frequency Percentage Distribution method is used to analyze the data where the Line with Markers charts is used to show the graphical representation of the responses received from Employees and Training Professional.

ANALYSIS & INTERPRETATIONS

Frequency Percentage Distribution method is used to analyze the collected data, Table (1) shows the detailed information. For this study, we have considered latest generation (Gen Y) who born between 1980 and 1996 to understand their learning needs and expectation.

Out of 800 distribution, 598 responses are received where 555 responses are considered as valid that comes from Gen Y age group and training professionals. We have 43 responses considered as invalid since the respondents' born year is before 1980. As per table (1), 70 male (95.7%) and 41 female (36.9%) respondents are involved in this study.

Table (1) (Source: Primary Data)

Variables	Numbers	Range	Percentage
Data Collected	598		
Valid Responses – Gen Y Employees	527	Born 1981 – 1998	92.8%
Valid Reponses – Training Professional	28		
Invalid Responses	43	Born Before 1980	7.2%
Gender			
Male	350		63.1
Female	205		36.9

Latest L&D Trends & Its Usage
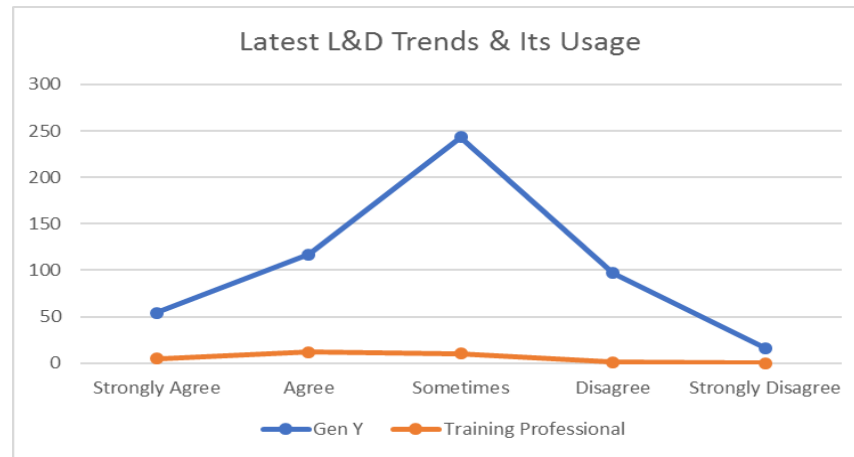
A set of 15 questions were used to collect data from both employees and training professionals to understand the latest trends and its effective usage. The total valid response includes the young training professional's (28) to understand the technological usage in organizations. Chi-square test is used to analyze the hypothesis

Table (2) (Source: Primary Data)

Awareness of Latest L&D Trends and Its Effective Usage						
	Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree	*Row Totals*
Gen Y	54	117	243	97	16	527
Training Professional	5	12	9	1	1	28
Column Totals	59	129	252	98	17	**555 (Grand Total)**

Significance Level = 0.05

Table (3) (Source: Primary Data)

Results - Awareness of Latest L&D Trends and Its Effective Usage						
	Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree	*Row Totals*
Gen Y	54 (56.02) [0.07]	117 (122.49) [0.25]	243 (239.29) [0.06]	97 (93.06) [0.17]	16 (16.14) [0.00]	527

Training Professional	5 (2.98) [1.38]	12 (6.51) [4.63]	9 (12.71) [1.08]	1 (4.94) [3.15]	1 (0.86) [0.02]	28
Column Totals	59	129	252	98	17	**555 (Grand Total)**

The chi-square statistic is **10.8099**. The p-value is **.028785** as per Table 2 & 3. The result is significant at **p < .05** and so null hypothesis accepted. Hence the results concluded that companies are aware of new trends in L&D and it is effectively used to upskill their employees.

SUGGESTION

There is some of the latest learning trends suggested by experts from various industries and based on my studies I would suggest below learning trends will be more effective and interested by the younger generation.

a) Adaptive Learning – Customized learning modules based on level of skills and required
b) Mobile Learning – Most trending and day-to-day learning mode through short video formats like YouTube.
c) Gamification & Game Based Learning – Another learning mode highly impressed by children to improve skills through games like puzzles
d) Social Learning – General gathering and knowledge sharing, this is just learning from others.

CONCLUSION

The latest trends in this modern tech world are to apply systematic approach to train and development their employees to attain higher level of organizational goals & effectiveness. Organizations these days, attempt to link business strategy with coaching. Nowadays, organizations try to incorporate business goals and strategy with training.

While referring the collected data, sometimes is the option chosen by employees and training professional are more compared to Agree/Strongly Agree. Training Professionals should take initiative by providing awareness to employees and suggest ideas to management about new learning trends which helps everyone in the organization to grow. Highly skilled people won't stay for long time when there are no learning or upskilling opportunities inside the organization, the new generation needs it deliberately. Companies and training professional/Team should understand the generational learning needs and implement the learning opportunities to achieve the business and development goals. Self-Directed Learning is one of the most effective methods used by many companies as per LinkedIn's 2019 workplace survey.

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