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A STUDY ON MAJOR CHALLENGES OF HR TRAINING AND DEVELOPMENT IN AMAZON

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Abstract

This study investigates the major challenges faced by Amazon in its human resources (HR) training and development initiatives, focusing on the effectiveness of training processes, employee awareness levels, and factors influencing training programs. Utilizing a descriptive research design, data was collected through a database survey employing a structured questionnaire distributed to 115 employees. Analysis methods including percentage, chi-square, and correlation were applied to interpret the data and test hypotheses. Findings reveal high satisfaction with training practices, with emphasis on on-the-job learning and effective communication methods. Challenges such as resource constraints and hierarchical management styles are identified, suggesting areas for improvement.

Keywords: HR training, Development programs, Learning and development, Training effectiveness.

INTRODUCTION

Training and development initiatives play a pivotal role in driving organizational success, especially in fiercely competitive environments like Amazon. As a global leader in e-commerce, technology, and cloud computing, Amazon relies on innovative HR practices to foster employee growth and enhance skills. By investing in comprehensive training programs, Amazon ensures that its workforce is equipped with the necessary knowledge and competencies to excel in their roles and adapt to evolving industry trends.

OBJECTIVES OF THE STUDY

- To identify the key challenges faced by Amazon in managing human resource training and development activities effectively.
- To analysis the Training and development process in Amazon
- To examine the employee's awareness level of the training programs in Amazon
- To know the main factors influencing training and development programs in Amazon
- To evaluate the impact of Training and development programs on employee and organizational productivity.

NEED OF THE STUDY

The study on the major challenges of HR training and development in Amazon is imperative in today's fast-paced organizational environment. By examining the effectiveness and obstacles of training methods through primary sources, this research aims to provide invaluable insights that can lead to significant improvements in employee productivity. Through understanding employee motivations, preferences, and relationships with superiors, the study endeavors to tailor training programs to better align with organizational goals, indirectly motivating employees to enhance their skills and contribute effectively towards achieving Amazon's objectives.

SCOPE OF THE STUDY

Training plays a vital role in enhancing the knowledge and skills of employees, enabling them to perform specific job roles effectively. It involves a systematic and organized approach to learning technical competencies, aimed at improving individual behavior and performance within an organization. While closely related to education and development, training focuses specifically on skill enhancement and is an ongoing process throughout an individual's career.

LIMITATIONS OF THE STUDY

- The study's findings are based solely on data collected from 115 sampled employees.
- Limited interaction with company employees was due to their busy schedules.
- The primary data collected may vary in accuracy depending on responses received.
- Amazon employees faced difficulty answering questions due to heavy workloads.

REVIEW OF LITERATURE

Ali, O., Krsteska, K., Said, D., & Momin, M. (2023). "Streamlining Organizational Processes: A Review of HR Information Systems."
 Kaminsa, M. N. (2022). "Training and Development Programs: Impact, Types, and Challenges."
 Nwali, N., & Adekunle, M. (2021). "Impact of Training and Development on Employee Performance: A Quantitative Study."
 Sheeba. (2020). "Banking Sector Training Perceptions: Insights and Implications."
 Papos, K. K., & Kumar, Y. M. (2019). "Training and Development Impact on Faculty Job Satisfaction: Evidence from Technical Educational Institutes."

RESEARCH METHODOLOGY

Research design: Descriptive method research
Sampling techniques: Simple random sampling
Sample size: The sample size is 115 respondents
Tools used for analysis: Simple percentage analysis, chi-square, correlation.

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The study provides a comprehensive overview of various aspects of Amazon's HR training and development initiatives based on data collected from 115 employees. It outlines demographic characteristics such as gender distribution, age groups, educational backgrounds, job designations, income levels, and years of experience. Additionally, it delves into employees' preferences, satisfaction levels, perceptions of training effectiveness, challenges faced, and factors influencing training programs. The findings shed light on key areas where Amazon excels and areas where improvement is needed, ultimately offering valuable insights for enhancing training effectiveness and aligning employee development with organizational goals.

b) Chi-square analysis

Relationship between employee skills influencing Amazon training and different age groups of respondents.

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	13.346	6	.038
Likelihood Ratio	12.512	6	.051
Linear-by-Linear Assoc.	.013	1	.908

Interpretation:

The calculated chi-square value (13.346) is greater than the table value (12.592). It indicated the p value is $0.038 < 0.05$. Hence, research hypothesis is accepted. Therefore, significant association between employee skills influencing Amazon training and different age groups of respondents.

c) Correlation

Relationship between employee skills influencing Amazon training and different age groups of respondents.

Designation	Production Demands Effectiveness
Pearson Correlation	.265**
Sig. (2-tailed)	.004

Designation	Production Demands Effectiveness
N	115

Interpretation:

The correlation coefficient (Pearson's r) between designation and production demands affecting training effectiveness is 0.265, with a p-value of 0.004, indicating a statistically significant positive correlation at the 0.01 level (2-tailed). Thus, we reject the null hypothesis and accept the alternative hypothesis.

FINDINGS**a) Simple percentage analysis:**

A recent study delves into Amazon's workforce dynamics and employee training perspectives, revealing a predominantly male workforce (73.9%), with over half under 30 years old (50.4%). The majority hold undergraduate degrees (48.7%) and work as Customer Service Associates (75.7%), earning below 15000 monthly (63.5%) with 5-10 years of experience (65.2%). On-the-job training is favored by 64.3%, with 73.0% highly satisfied with Amazon's training. 67.0% endorse management's frequent training adjustments, while 84.3% find team meetings effective for training. However, 46.1% highlight resource constraints as a major challenge. Hierarchical management (69.6%) and challenges affecting efficiency (49.6%) pose significant hurdles, with decreased productivity impacting organizational goals (46.1%). Effective implementation (33.0%) and employee feedback (49.6%) are deemed crucial, alongside skill levels influencing training decisions (82.6%) and targeted skill development (56.5%). Resource allocation (40.0%) and pay increases or promotions post-training (52.2%) are also noted.

b) Chi-square analysis test

There is no significant variable between employee skills influencing Amazon training and different age groups of respondents.

c) Correlation

There is no significant variable between employee skills influencing Amazon training and different age groups of respondents.

SUGGESTIONS

- Increase Diversity Initiatives to attract a more varied workforce across different age groups.
- Tailor Training Programs to accommodate varying educational backgrounds by offering basic and advanced courses.
- Address Resource Constraints by investing in adequate resources, including budget and staff.
- Enhance Communication Methods, leveraging team meetings while improving email notifications and intranet announcements.
- Promote Career Development Opportunities aligned with employees' skills to foster growth and retention.

CONCLUSION

In conclusion, effective training and development programs are integral to driving organizational success, as demonstrated by their critical role in companies like Amazon amid today's competitive business landscape. India's warehousing and logistics sector, fueled by infrastructure improvements and e-commerce growth, offers significant growth opportunities and attracts foreign investment. Amazon's Logistics and Delivery Service Partner program, coupled with its innovative logistics network, underscores the company's dedication to customer service and entrepreneurial empowerment in e-commerce logistics.

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