

A Study on the Impact of Organizational Development Interventions

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ABSTRACT

This research investigates the impact of organizational development interventions. The study uses descriptive research design and uses survey questionnaire to fetch primary data from the employees of the company. The research also utilizes secondary data collected from articles published in reputed journals in recent years. The sample size of the research study is 500. The sample unit of the research study is the employees. The research utilizes simple random sampling technique as responses are collected randomly from the employees. In order to analyse the data collected from the respondents, tools such ANOVA, correlation, regression, chi-square and simple frequency analysis. For analysis, the software called Statistical Package for Social sciences has been used in the research study. The research finds the level of satisfaction for various dimensions of Organisational development interventions and the relationship among the variables.

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I. INTRODUCTION

Organizational development (OD) has become a convenient tool for a host of techniques, strategies, and procedures or processes aimed at making inefficient organizations to be efficient and efficient organizations to be more effective and efficient in performance. The key to organizational objectives is the corporate performance that needs to be maintained at regular interval. This will be effective through a well-defined organizational development interventions and strategies, to revitalize the corporate performance of the private and public sector organizations. OD works as an important supportive and creative mechanism which helps in the improvement of organizations and enhances work force performance standards. Organizational development programmers usually shared several basic attributes.

1.2 OBJECTIVES OF THE STUDY

- ✓ To identify the impact of Organizational Development Intervention on the employees of CT InfoTech.
- ✓ To reveal the factors contributing Organizational Development.
- ✓ To examine the relationship of culture on Organizational Development.

1.3 NEED FOR THE STUDY

This study helps to improve the Organization's functioning and enable to manage their team and Organization's culture.

1.4 LIMITATIONS OF THE STUDY

Organization Development program suffers some limitations also. The degree of these limitations may vary from one organization to another. However, some limitations are discussed below:

- ✓ **Major time requirements:** OD programs take a long time. Not only that for taking any action plan for OD, but planners also take much time.
- ✓ **Substantial expenditure:** It costs many. A lot of funds are required to execute to OD program. Sometimes an organization cannot manage funds.

II. REVIEW OF LITERATURE

2.1 Jamshid Ali Turi et al has undertaken a study that it was impact of the cognitive learning factors on sustainable organizational development. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by convenient method technique. 137 samples have been selected areas. Simple percentage is used to analysis the data collected from the sample.

The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.2 J. Chandrasekar et al has undertaken a study that it was impact of organizational development interventions. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by convenience method technique. 300 samples have been selected areas. Frequency analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.3 Clarke et al has undertaken a study that it was the effect of Organization Development Interventions (ODI) on Transformational Leadership to Enhance Employee Engagement and Employee Creativity: An Action Research in Focal College. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by convenience method technique. 323 samples have been selected areas. Correlation analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.4 Karina Nielsen et al has undertaken a study that it was Organizational interventions: A research-based framework for the evaluation of both process and effects. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by convenience method technique. 125 samples have been selected areas. Chi-square analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.5 Anamika Das et al has undertaken a study that it was Interventions for Organizational Development. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by snowball method technique. 279 samples have been selected areas. Chi-square analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.6 Watare A. et al has undertaken a study that it was organization development interventions and performance of airtel Kenya. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by simple sampling method technique. 129 samples have been selected areas. Regression analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.7 Kuo-Chung Chang, et al has undertaken a study that it was the impact of organizational intervention on system usage extent. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by convenience method technique. 235 samples have been selected areas. Regression analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.8 John Enoch Dotse, et al has undertaken a study that it was Evolution of Organizational Development and Implications for Management of Ghanaian Organizations. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by convenience method technique. 185 samples have been selected areas. Regression analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.9 Dr. Ali Atallah Salah, et al has undertaken a study that it was the Impact of Organizational Development on Maximizing Business Intelligence in Jordanian Joint Stock Companies. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by simple random sampling method technique. 264 samples have been selected areas. Frequency analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

2.10 Dr. Okongo Nsor John, et al has undertaken a study that it was the organizational development: an intervention strategy for effective corporate performance in Nigeria. This study is mainly based on survey method. The required primary data were collected directly from the respondents. The researcher was taken by snowball method technique. 127 samples have been selected areas. Frequency analysis is used to analysis the data collected from the sample. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

III. RESEARCH METHODOLOGY

3.1 NATURE OF RESEARCH

Research design refers to the framework of market research methods and techniques that are chosen by a researcher. Descriptive study is used in this research.

3.2 METHOD OF COLLECTION

The data source refers to the source from which the data are collected for conducting the study. Data are two types; primary data and secondary data.

Primary Data:

The primary data are those data which are being collected by the researcher for the first time. They are the information received directly from the respondents. In this study primary data was collected from the customers with help of Questionnaire and interview schedule.

Secondary data

Secondary data are those data which have been already collected by someone else. Unpublished documents, internet, magazines serve as secondary data.

3.3 SIZE OF SAMPLE

Sample size is total number of samples selected for the study from the sampling population. Sample size of the study is 500.

3.4 SAMPLING METHOD

Simple Random Sampling Method is used for this study.

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset.

3.5 TOOLS USED FOR DATA COLLECTION

Frequency Analysis

Frequency analysis is a generic method of analysis that is used not only in studies that apply to social measurement but also in studies in many other scientific fields.

Anova

Analysis of Variance (ANOVA) is a **statistical formula used to compare variances across the means (or average) of different groups**. A range of scenarios use it to determine if there is any difference between the means of different groups.

Chi – Square

This is a non-parametric test for testing hypothesis Chi-square test at determining whether there is any significant relationship exist among the group of data. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

$$\text{Chi-Square, } \chi^2 = \sum \frac{(O - E)^2}{E}$$

Where, O=Observed frequency, E=Expected frequency

Correlation

Correlation is a statistical term describing the degree to which two variables move in coordination with one another. If the two variables move in the same direction, then those variables are said to have a positive correlation. If they move in opposite directions, then they have a negative correlation.

Regression

Regression is a statistical method used in finance, investing, and other disciplines that attempts to determine the strength and character of the relationship between one dependent variable (usually denoted by Y) and a series of other variables (known as independent variables)

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Table showing respondent's opinion towards Knowledge Sharing

S.No	Satisfaction Level	No. of Respondents	Percentage
1	Highly Dissatisfied	2	.4
2	Dissatisfied	3	.6
3	Neutral	40	8.0
4	Satisfied	197	39.4
5	Highly Satisfied	258	51.6
Total		500	100

Source: Primary Data

Inference:

The above table reveals that 51.6% of the respondents are Highly Satisfied about knowledge sharing followed by 39.4% of the respondents are Satisfied, 8% of the respondents are Neutral, 0.6% of the respondents are dissatisfied and the remaining 0.4% of the respondents are Highly Dissatisfied.

4.2 Table showing respondents' opinion towards Individual & Team Learning

S.No	Satisfaction Level	No. of Respondents	Percentage
1	Highly Dissatisfied	1	.2
2	Dissatisfied	3	.6
3	Neutral	24	4.8
4	Satisfied	232	46.4
5	Highly Satisfied	240	48.0
Total		500	100

Source: Primary Data

Inference:

The above table reveals that 48% of the respondents are Highly Satisfied about individual and team learning followed by 46.4% of the respondents are Satisfied, 4.8% of the respondents are Neutral, 0.6% of the respondents are dissatisfied and the remaining 0.2% of the respondents are Highly Dissatisfied.

4.3 Table for Team Work and Diversity in Work Place

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.581 ^a	4	.004
Likelihood Ratio	17.483	4	.002
Linear-by-Linear Association	6.219	1	.013
N of Valid Cases	500		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 1.50.

Inference:

The calculated value is less than 0.05 hence H0 is accepted and there is a relationship between Team Work and Diversity in Work Place.

4.4 Table for Training and Development and Employee Capability

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.091	2	2.045	7.576	.001
Within Groups	134.197	497	.270		
Total	138.288	499			

Inference

The calculated value is less than 0.05 hence H0 is accepted and there is a relationship between Training and Development and Employee Capability.

4.5 Table for Training Effectiveness and Skill Development

H0 There is no interconnection between Training Effectiveness and Skill Development

H1 There is interconnection between Training Effectiveness and Skill Development

		Training Effectiveness	Skill Development
Training Effectiveness	Pearson Correlation	1	.052
	Sig. (2-tailed)		.247
	N	500	500
Skill Development	Pearson Correlation	.052	1
	Sig. (2-tailed)	.247	
	N	500	500

Inference

From the above table the calculated significance value is 0.247 which was above the significance of 0.05. Hence H1 is truly fit and it is acceptable.

4.6 Table for Knowledge Sharing and Compensation Management

H0 There is no impact between Knowledge Sharing and Compensation Management

H1 There is impact between Knowledge Sharing and Compensation Management

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.387	1	.387	.794	.373 ^b
	Residual	242.741	498	.487		
	Total	243.128	499			

- a. Dependent Variable: Knowledge Sharing
 b. Predictors: (Constant), Compensation Management

Model		Coefficients ^a		Standardized Coefficients Beta	T	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	4.640	.258		17.967	.000
	Compensation Management	-.050	.056	-.040	-.891	.373

Inference

From the above table the calculated significance value is 0.393 which was above the significance of 0.05. Hence H1 is truly fit and it is acceptable.

V. FINDINGS

- ✓ There is impact between Knowledge Sharing and Compensation Management
- ✓ There is interconnection between Training Effectiveness and Skill Development
- ✓ There is a relationship between Training and Development and Employee Capability.
- ✓ There is a relationship between Team Work and Diversity in Work Place.
- ✓ 48% of the respondents are Highly Satisfied about individual and team learning
- ✓ 51.6% of the respondents are Highly Satisfied about knowledge sharing

VI. SUGGESTIONS

The study recommends that organizations in general should develop after the innovation in all its details. This is explained by the descriptive analysis and testing hypotheses, where it showed the impact of this dimension on business intelligence in all its dimensions. Through the development of flexible strategies that help increase the mutual positive feeling between the company's management and the employees of the company in addition to the ability of workers to do their work without reference or help others adapt to environmental developments surrounding, and in a manner that harmonizes between the internal activities of companies and business environment variables.

VII. CONCLUSION

In conclusion, organizational development is aimed at enhancing organizational effectiveness through a joint effort of consultants and employees. The historical roots of the discipline can be traced to the formation of T-groups, the adoption of experiential learning in laboratory settings, action research, normative research, quality of work life and strategic change.

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