

“AN ORGANISATIONAL STUDY ON PRS TYRES LTD NAMAKKAL”

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ABSTRACT

Indian tyre industry is adopting new technologies for improving its products to sustain in the global competition. The main focus is to develop efficient and durable tyres at affordable price by finding the most critical manufacturing process in tyre manufacturing. This paper concentrates on finding the most critical manufacturing process. The views of the experts of various fields have been considered for the same. The result shows that the curing of tyre is the most critical process followed by tyre building. The study proposes the process that can be optimized to enhance the quality of tyre manufacturing. In this paper, we develop an assessment framework to evaluate the systemic greenness of a tyre manufacturing unit by capturing the interactions between the green practices implemented. By reviewing the existing literature, we develop a stakeholder-based green practices framework comprising of operation strategy practices, process practices, employee practices, regulatory practices, customer practices, competition practices, social practices, and supplier practices. Based on the systemic greenness attained, we rank the green practices within stakeholders and also between the stakeholders.

Key Words: Employee expectations, Employees safety, Environment, Employee's opinions.

Introduction

Attitude: The importance of attitude in understanding psychological phenomenon was given formal recognition early in the history of social psychology. From the time of the concept's

entry in to the language of psychology until now, interest in attitude has been strong and growing. However, over the years attitudes have been studied with differing emphasis and methods., Concept of Attitude: It is necessary to be precise in defining attitudes, because the variety of published definitions and descriptions is almost endless. Like any other concept, attitude may also be defined in two ways, Conceptual and Operational. There is quite a difference in the conceptual definition of the term attitude, and divergent points of view regarding the concept of attitude have developed. Major aspects: When the term first entered the field of social phenomenon, it was natural to conceive of attitude as a tendency, set or readiness to respond to some social object. For the first time, ALLPORT noted the definition of attitude, which he had observed contained the words 'readiness', 'set' or 'disposition to act'. Attitudes are pervasive and every individual has some kind of attitude towards the objects in his environment. In fact, attitudes are forced in the socialization process and may relate to anything in the environment. Attitudes affect behavior of an individual by putting him ready to respond favorably to things in his environment.

IMPORTANTS

1. Important of Attitude:

Attitudes affect behavior of an individual by putting him ready to respond favorably to things in his environment.

Attitudes are acquired through learning over a period of time. The process of learning attitudes starts right from the childhood and continues throughout the life of a person.

Attitudes are invisible as they constitute a psychological phenomenon which cannot be observed directly. They can be observed by

observing the behavior of an individual.

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Instrumental: Attitudes serve as a means to reach a desired goal or to avoid an undesired one. Instrumental attitudes are aroused by the activation of a need or cues that are associated with the attitude object and arouse favorable or unfavorable feelings.

- **Ego-Defensive:** The ego-defensive functions of attitude acknowledge the importance of psychological thought. Attitude may be acquired by facing threats in the external world or becoming aware of his own unacceptable impulses.
- **Value Orientation:** The value-orientation function takes into account attitudes that are held because they express a person's self-image, or by cues that engage the person's values and make them salient to him.
- **Knowledge:** The knowledge function of attitude is based on a person's need to maintain a stable, organized and meaningful structure of the world.
- Attitude that provides a standard against which a person evaluates the aspects of his world and serve as the knowledge function too.

Job satisfaction is one of the important factors which have drawn attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factors which determine job satisfaction and the way it influences productivity in the organization. Though, there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many variables, it is still a prime concern for managers. Job satisfaction is the mental feeling of favorableness which an individual has about his job. "Dubrins" has defined job satisfaction in terms of pleasure and contentment when he says that.

While analyzing various determinants of job satisfaction, we have to keep in mind that all individuals do not receive the same degree of satisfaction though they perform the same job in the same job environment and at the same time. Therefore, it appears that besides the nature of job and job environment, there are individual variables which affect job satisfaction. Thus all those factors which provide a fit among individual variables, nature of job and situational variables determine the degree of job satisfaction. Let us see what these factors are,

Objectives

Job Satisfaction

The third job attitude is organizational commitment, which is defined as a state in which an employee identifies with a particular organization and its goals, and wishes to maintain membership in the organization. So, high job involvement means identifying with one's specific job, while high organizational commitment means identifying with one's employing organization.

Organizational Commitment

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Individual Factors

Individuals have certain expectations from their jobs. If their expectations are met from the jobs, they feel satisfied. These expectations are based on

an individual's level of education, age, and other factors.

Types of Attitudes

Attitudes and Consistency:

Research has generally concluded that people seek consistency among their attitudes and between their attitudes and their behavior. This means that individuals seek to reconcile divergent attitudes and align their attitudes and behaviour so that they appear rational and consistent. When there is an inconsistency, forces are initiated to return the individual to an equilibrium state.

Cognitive Dissonance Theory

This theory sought to explain the linkage between attitudes and behaviour. Dissonance means an inconsistency. Cognitive dissonance refers to any incompatibility that an individual might perceive between two or more of his or her attitudes, or between his or her behaviour and attitudes.

Moderating Variables

The most powerful moderates have been found to be the importance of the attitude; specially, its accessibility, whether there exist social pressures, and whether a person has direct experience with the attitude. Important attitudes are one's that reflect fundamental values, self-interest, or identification with individuals or groups that a person values. Attitudes that individuals consider important tend to show a strong relationship to behaviour.

Attitude Survey

The preceding review indicates that knowledge of employee attitudes can be helpful to managers in attempting to predict employee behaviour. But, how does management get information about employee attitudes. The most popular methods are through the use of attitude surveys.

Random Sampling.

When the markedly heterogeneous group is first sub-divided into groups or 'strata' in such a manner that all items in any particular group are similar with regard to the characteristic under consideration. From each such 'strata' items are chosen at random. The number of items taken from each group may be in proportion to its relative strength, the sample so formed is called as 'stratified'.

Percentage = $\left(\frac{\text{No. of respondents}}{\text{Total No. of Samples}} \right) \times 100$ □ □ □

A. Some Common Mistakes

- Individuals judge organizational success as well as its achievement on the basis of their value system. Thus, for some individuals, organizational success may be in the form of high profit learning irrespective of the means adopted.
- Individuals set limit for the determination of what is ethical or unethical behaviour for themselves as well as for the others.
- Values determine the extent to which individuals accept organizational pressures and goals.
- Values determine the extent to which individuals accept organizational pressures and goals. If these do not match with the value held by them, they thwart the organizational pressures and goals, and even leave the organization

RESEARCH METHODOLOGY

Employees' attitude towards the organization should be known by the entire organization to reduce the grievance. The main objective is to find out the number of employees who are having positive attitude and or negative attitude and what tends to the same.

INTRODUCTION

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To know the employees' attitude towards the organization

- To know the employees' expectations from the organization
- To make suggestions to improve the attitude of the employees to the management.
- To know the employees' attitude towards the organization

B. Random Sampling

When the markedly heterogeneous group is first sub-divided into groups or 'stratas' in such a manner that all items in any particular group are similar with regard to the characteristic under consideration.

C. Analysis and interpretation

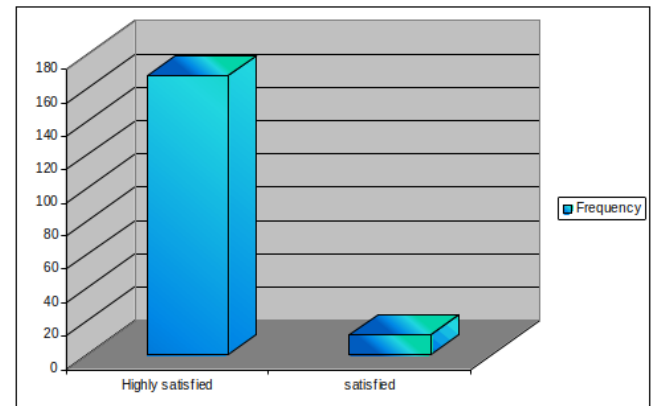
This study has some limitations. They are Only 150 sample size has been taken for this study. So, if this study is conducted to maximum persons, it may give accurate overall attitude of the employees.

It is done in PRS TYRES, so it cannot resemble the entire population working in the whole industry.

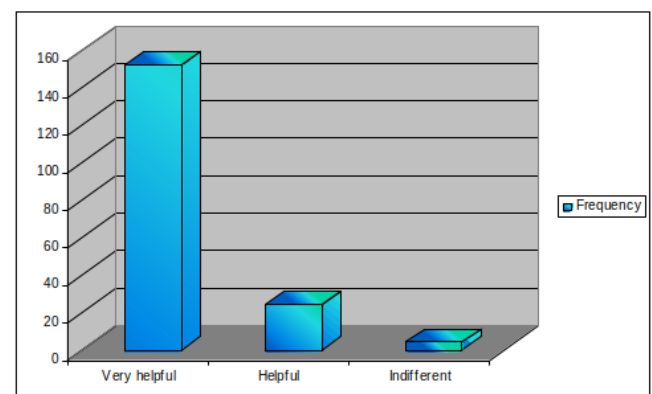
AGE GROUP

	Frequency	Percent
31 to 40	15	8.5
41 to 50	110	65.3
51 to 60	56	32.0
Total	150	95

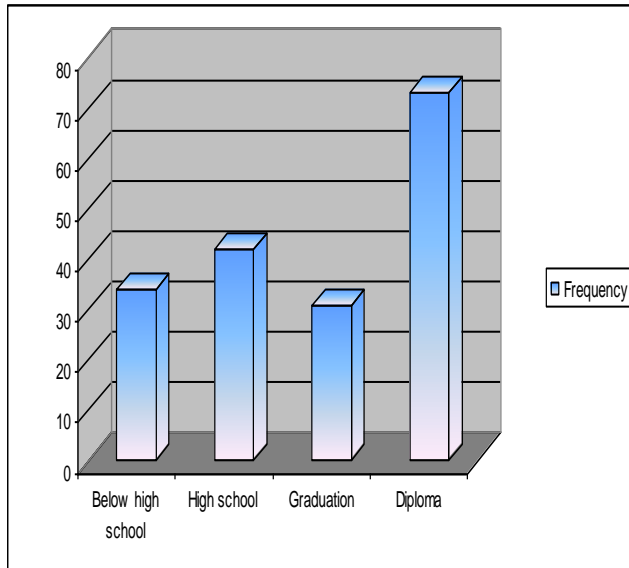
The table show that 89% of the respondents are highly satisfied of work stress, 6.7 % of the respondents are satisfied on work stress.



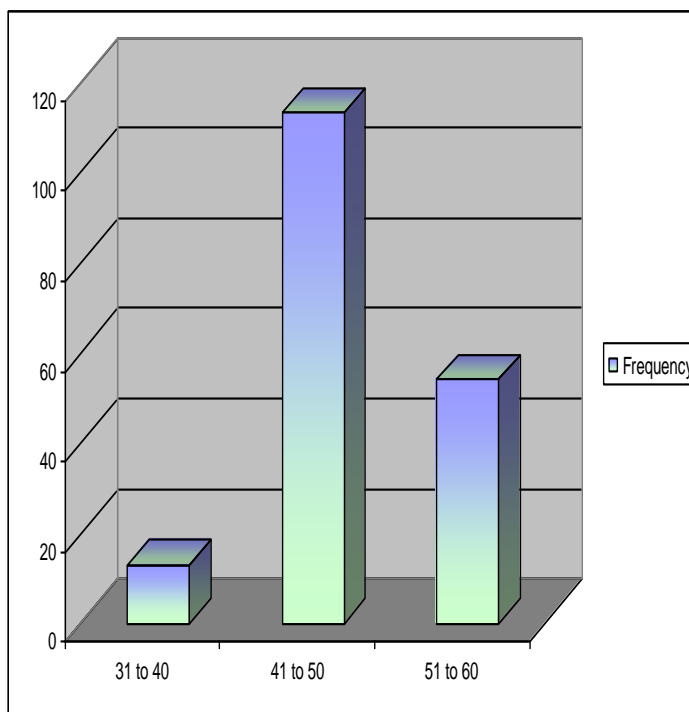
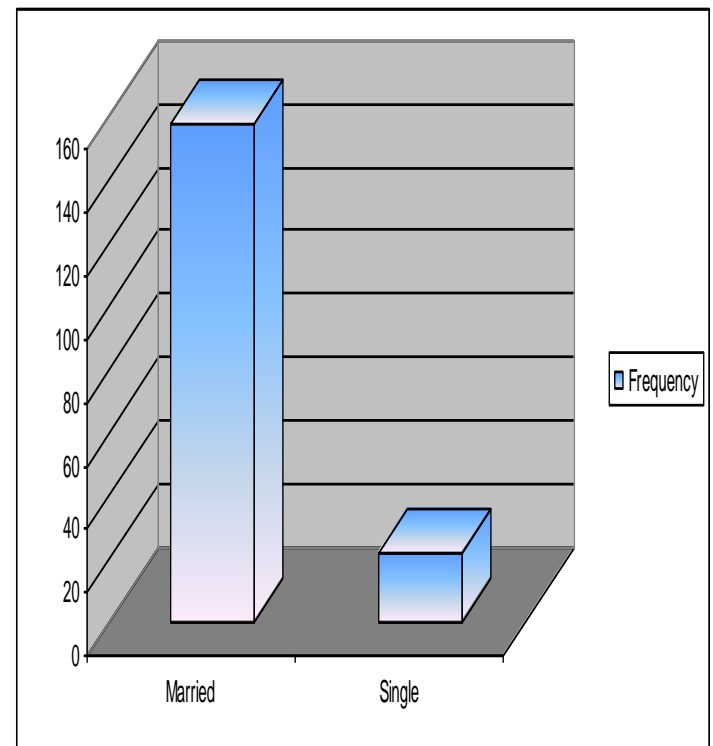
The table show that 84% of the respondents are highly satisfied of co-worker relationship, 13% of the respondents are satisfied on co-worker relationship, and only 2% of respondents are neither satisfied nor dissatisfied on co-worker relationship.



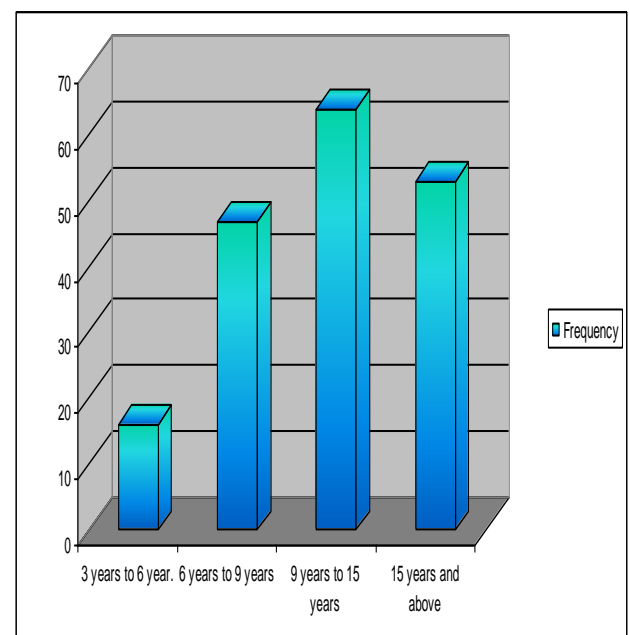
It is interpreted from the table 19 % of the respondents belong to below high school, 24 % of respondents belongs to high school, 17% of respondents belongs to graduate and 40 % of respondents belongs to technical qualification and diploma.



It is interpreted that 7 % of the respondents belongs to 31 to 40 years, 63 % of respondents belongs to 41 to 50 years and 30% of respondents belongs to 51 to 60 percentage.



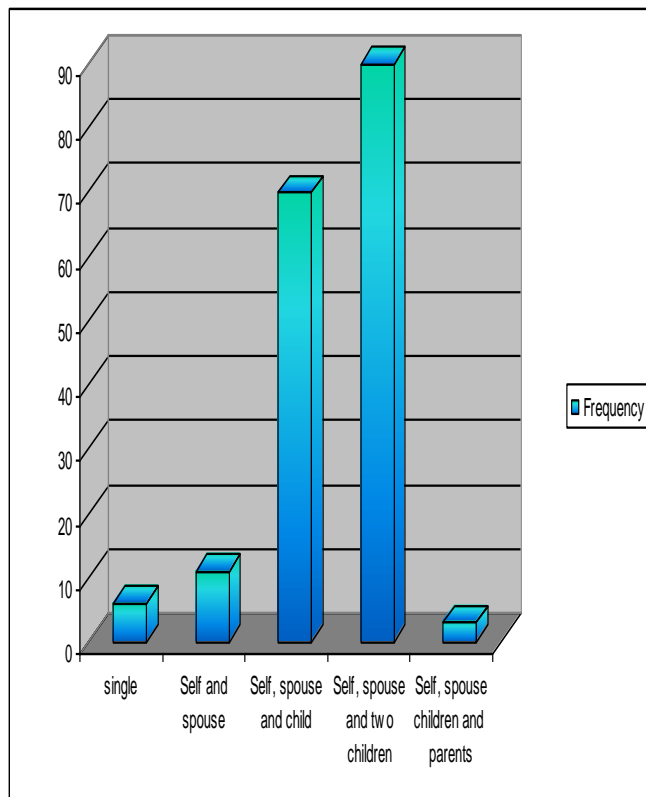
It is interpreted from the table 87 % of the respondents belongs to below married, 23% of respondents belongs to single.



It is interpreted from the table 87 % of the respondents belongs to below married, 23 % of respondents belongs to single.

It is interpreted from the table 3.3% of the respondents belongs to bachelor, 6.1% of the respondents belong to 2 members of the family, 38.9% of the respondents belongs to 3 members in the family, 50% of the respondents belongs to 4 members in the family, and 1.7% of respondents

belongs to 5 member family.



Upper critical values of chi-square distribution with ν degrees of freedom

ν	Probability of exceeding the critical value				
	0.10	0.05	0.025	0.01	0.001
1	2.706	3.841	5.024	6.635	10.828
2	4.605	5.991	7.378	9.210	13.816
3	6.251	7.815	9.348	11.345	16.266
4	7.779	9.488	11.143	13.277	18.467
5	9.236	11.070	12.833	15.086	20.515
6	10.645	12.592	14.449	16.812	22.458
7	12.017	14.067	16.013	18.475	24.322
8	13.362	15.507	17.535	20.090	26.125
9	14.684	16.919	19.023	21.666	27.877
10	15.987	18.307	20.483	23.209	29.588
11	17.275	19.675	21.920	24.725	31.264
12	18.549	21.026	23.337	26.217	32.910
13	19.812	22.362	24.736	27.688	34.528
14	21.064	23.685	26.119	29.141	36.123
15	22.307	24.996	27.488	30.578	37.697
16	23.542	26.296	28.845	32.000	39.252
17	24.769	27.587	30.191	33.409	40.790
18	25.989	28.869	31.526	34.805	42.312
19	27.204	30.144	32.852	36.191	43.820
20	28.412	31.410	34.170	37.566	45.315
21	29.615	32.671	35.479	38.932	46.797
22	30.813	33.924	36.781	40.289	48.268
23	32.007	35.172	38.076	41.638	49.728
24	33.196	36.415	39.364	42.980	51.179
25	34.382	37.652	40.646	44.314	52.620
26	35.563	38.885	41.923	45.642	54.052
27	36.741	40.113	43.195	46.963	55.476
28	37.916	41.337	44.461	48.278	56.892
29	39.087	42.557	45.722	49.588	58.301
30	40.256	43.773	46.979	50.892	59.703
31	41.422	44.985	48.232	52.191	61.098
32	42.585	46.194	49.480	53.486	62.487
33	43.745	47.400	50.725	54.776	63.870
34	44.903	48.602	51.966	56.061	65.247
35	46.059	49.802	53.203	57.342	66.619
36	47.212	50.998	54.437	58.619	67.985
37	48.363	52.192	55.668	59.893	69.347
38	49.513	53.384	56.896	61.162	70.703
39	50.660	54.572	58.120	62.428	72.055
40	51.805	55.758	59.342	63.691	73.402
41	52.949	56.942	60.561	64.950	74.745
42	54.090	58.124	61.777	66.206	76.084
43	55.230	59.304	62.990	67.459	77.419
44	56.369	60.481	64.201	68.710	78.750
45	57.505	61.656	65.410	69.957	80.077
46	58.641	62.830	66.617	71.201	81.400
47	59.774	64.001	67.821	72.443	82.720
48	60.907	65.171	69.023	73.683	84.037
49	62.038	66.339	70.222	74.919	85.351
50	63.167	67.505	71.420	76.154	86.661
51	64.295	68.669	72.616	77.386	87.968
52	65.422	69.832	73.810	78.616	89.272
53	66.548	70.993	75.002	79.843	90.573

RESULT AND DISCUSSION: FINDINGS

1. In this majority of the respondents are from the age group of 20-30.
2. In this study 89% of the respondents are employees.
3. In this study majority of the respondents does

not have monthly income.

4. In this employee 65% of the Respondents came to know about .

5. In this organization the employee respondents agree towards organization.

6. In this study majority of the respondents bought healthy relations in organization.

SUGGESTIONS:

1. There should be enough measures to increase the relation between employee and organization.

2. An Extensive distribution plan should be designed so that regular and constant relationship can be maintained.

3. Creation of daily conversational is needed to improve the relation between employee and organization.

4. Conducting counselling will improve the relation between employee and organization

CONCLUSION:

This is designed to familiarize you with the concept of organizational behavior. We have covered methods organizations might use to address issues related to the way people behave at work. In addition, you should now be familiar with the large number of factors, both within an individual and within the environment, that may influence a person's behaviors and attitudes. In the coming years, society is likely to see a major shift in the way organizations function, resulting from rapid technological advances, social awareness, and cultural blending. OB studies hope to enhance an organization's ability to cope with these issues and create an environment that is mutually

beneficial to the company as well as its employees.

Different organizational structures will show different types of organizations that each has strengths and weaknesses. Human beings encourage seeking satisfaction in every phase of their life. From satisfying their basic primal needs and wants, which is hunger, thirst, rest and social interaction, the complex community today has its benchmark of goals and fulfillment that should be accomplished by individuals. This selective set of fulfillment and goals encloses securing a good job, preferably with a good pay and hopefully, with a high level of job satisfaction. There is no fixed and formal guideline on how to overcome challenges at work into a motivation for individuals to reach job satisfaction, so that with the good practicing of organizational behaviour development, individuals are able to well handle the task pressure, and overcome the variety of challenges.

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