

A STUDY ON SELF DEVELOPMENT WITH REFERENCE TO HYUNDAI MOTORS INDIA LIMITED

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ABSTRACT

*This study aims to examine the effects of using a personal development plan (PDP) on the undertaking of learning activities and the employee's job competencies in **HYUNDAI MOTOR INDIA LIMITED**. In order to promote employees learning and development, more and more companies are starting to implement PDPs. Descriptive research in the effectiveness of PDPs in the workplace are scarce, however. The research design used for the study was descriptive research design. The data collected by using the questionnaires. The statistical tools used in this study are Pearson's coefficient correlation, one way ANOVA, and Chi square. The self is a multifaceted and complex construct. Each face of the self and the interrelations between them are examined to understand 'what is self.' This includes when and how employees attain cognitive self-awareness, remember past experiences and imagine future happenings, and acquire a cultural self. The final analysis focuses on the executive function of the self with regard to how employee developing themselves in their work place. A distinction can be drawn between personal development and personal growth. Despite their similarities, linguistic analysis shows the two concepts to convey different ideas. Personal development is a process concerned with specific aspects of the individual, the development of 'what', and the ways this can be planned, achieved and evaluated. Personal growth, on the other hand, is a more generic process having to do with the totality of the individual; it is always judged in terms of values. This difference is vital in counsellor training, where the emphasis should necessarily be on those aspects of personal development that are relevant to specific training objectives and client needs, rather than on personal growth.*

INTRODUCTION

Personal Development is the method or art to help an individual polish the existing personality traits and develop the lacking yet vital traits in their personality. This is a true help in improving those personality elements of a person that helps in attaining the goal of life. Personal development is a way of refining and improving the existing skills of a person so that he gets a better attitude, behavior, and personality. With the help of personal development programs, one can sharpen and improve his essential skills of personal growth by achieving confidence and positivity.

PERSONAL DEVELOPMENT CYCLE

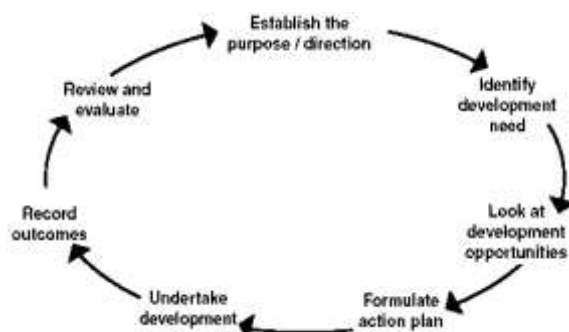


Figure 1.1 showing personal development cycle. The process of PDP is cyclical in nature as illustrated above and has 7 phases:

Routinely functioned like, establishing the purpose and the direction, identify development need, look at development opportunities, formulate action plan, undertake development plan, record outcomes, review and evaluate.

	Information known to self	Information not known to self
Information known to others	OPEN SELF	BLIND SELF
Information not known to others	HIDDEN SELF	UNKNOWN SELF

METHODS OF SELF DEVELOPMENT

Table 1.1 showing methods of self-development

OPEN SELF: Information updated by self and also gathered by others.

BLIND SELF: Information updated by self but they do not gather information's by others.

HIDDEN SELF: Information's updated by others but they do not take their own effort to learn and update themselves.

UNKNOWN SELF: These people do not update themselves and also by others.

BENEFITS OF SELF DEVELOPMENT

- Develop positive attitude.
- Self-satisfaction and personal growth.
- Communicate effectively.
- Develop inner strength and confidence.
- Raises your self-esteem.
- Bring out your hidden talents.
- Improved relationships.
- Explore the true purpose of your life / Better life.

COMPANY PROFILE:



Hyundai Motor India Ltd is a wholly owned subsidiary of the **Hyundai Motor Company** headquartered in South Korea. It is the second largest automobile manufacturer with 17% market share as of 2017 and 5.5 billion USD turn-over in India.

Hyundai Motor India Limited was formed on 6 May 1996 by the Hyundai Motor Company of South Korea. When Hyundai Motor Company entered the Indian Automobile Market in 1996 the Hyundai brand was almost unknown throughout India. During the entry of Hyundai in 1996, there were only five major automobile manufacturers in India, i.e. Maruti, Hindustan, Premier, Tata and Mahindra. Daewoo had entered the Indian automobile market with Cielo just three years back while Ford, Opel and Honda had entered less than a year back.

VISION:

The pride of Hyundai motor is now measured worldwide as Hyundai Motor company continues to develop cutting edge engines that will beat as the heart of next generation cars, we are confident that we will be the major player of the automobile industry in the future.

MISSION:

Their corporate philosophy seeks to improve the lives of everyone surrounding the company, and make Hyundai a company that is respected by people all over the world. To advance into the front ranks of the global auto industry in the next century, Hyundai has adopted the “Four Best” concept which defines their new objectives.

NEED FOR THE STUDY

The aim of the study was to know the employee self-development at HMIL. Personal development is an ongoing process of self-improvement either in career, in education, in personal life, or in all these areas. It is about setting goals for self and putting plans in a place to reach those goals. Personal development is closely linked to self-awareness. It gives the opportunity to take an honest look at the areas of life that need improvement. Through this process, Self-development will get to know how really an individual are and, their true values and where would like to go in life. Once go through this process, it will improve self-awareness and experience fulfillment.

OBJECTIVES OF THE STUDY

Primary Objective:

- To Study the **SELF-DEVELOPMENT** of employees with reference to **HYUNDAI MOTORS INDIA LIMITED**.

Secondary Objectives:

- To identify the learning opportunities in HMIL.
- To know the positive and optimistic look in current situation of the employee in workplace.
- To identify and meet the current bearing needs of HMIL employees.
- To learn and develop the professional skills of employees in workplace.

SCOPE OF THE STUDY

Personal development covers activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance the quality of life and contribute to the realization of dreams and aspirations. Personal development takes place over the course of a person's entire life. Not limited to self-help, the concept involves formal and informal activities for developing others in roles such as teacher, guide, counselor, manager, life coach or mentor. When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations.

LITERATURE REVIEW

Khalid aboalshamat (2014). Self-development resources are a popular billion-dollar industry worldwide used to improve individuals quality of lives. However, there are insufficient studies for a contemporary conceptualization, especially when it comes to live self-development programs. This paper provides a literature review about current self-development definitions, ideology, concepts, and themes; quality of material provided; quality and characteristics of self-development providers; and the features of the participants who seek such programs.

Tim Stott (2012) Youth expeditions are associated with a range of benefits for participants. More young people are participating in overseas expeditions than ever before as vacation and gap year choices are diversified by a rising number of expedition providers. To date, there has been no systematic research effort to draw together and evaluate the evidence that underpins the benefits or, otherwise, for youths participating in overseas expeditions.

D.I.Williams (2007) A distinction can be drawn between personal development and personal growth. Despite their similarities, linguistic analysis shows the two concepts to convey different ideas. Personal development is a process concerned with specific aspects of the individual: the development of 'what', and the ways this can be planned, achieved and evaluated. Personal growth, on the other hand, is a more generic process having to do with the totality of the individual; it is always judged in terms of values.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him.

Research Design

Research Design is defined as the, arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure

Sample size

It refers to the number of elements of the population is to be sampled. Total sample size for this research study is 100

Sources of data collection

- Primary data
- Secondary data

Statistical tools used

- Percentage analysis
- Chi-square Test
- Correlation Analysis
- ANOVA

LIMITATIONS OF THE STUDY

Some of the limitations of the study are given below:

- As the study is carried out for academic purpose, due to constraints of time and cost, a comprehensive study was not possible.
 - The sample size was restricted to only 50. If it were increased many more varied answers and suggestions would have been expected.
- Fear of expressing the true facts among the respondents could be a limitation.

CORRELATION ANALYSIS

Null Hypothesis (H_0):

There is no significant difference between training & development opportunities and improvement of knowledge and skills of the employee.

Alternative Hypothesis (H_1):

There is a significant difference between training & development opportunities and improvement of knowledge and skills of the employee.

		TRAINING AND DEVELOPMENT	KNOWLEDGE AND SKILLS
Pearson Correlation		1	.228 ^a
Sig. (2-tailed)			.022
N		100	100
Bias and Std. Error	Bias	0	.003
	Std. Error	0	.041
	Lower	1	.162
	Upper	1	.319
Pearson Correlation		.228 ^a	1
Sig. (2-tailed)		.022	
N		100	100
Bias and Std. Error	Bias	.003	0
	Std. Error	.041	0
	Lower	.162	1
	Upper	.319	1

Result:

Hence the significance occurs 0.02, it is greater than 0.01. So H₀ is accepted.

ONE-WAY ANOVA ANALYSIS**Null Hypothesis (H₀):**

There is no significant difference between experience of the respondents and personal development plan of respondents.

Alternative Hypothesis (H₁):

There is a significant difference between experience of the respondents and personal development plan of respondents.

EXPERIENCE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.179	4	3.545	5.016	.001
Within Groups	67.131	95	.707		
Total	81.310	99			

Result:

Here the significance was occurs and has a value 0.001 and it is less than 0.05. Hence H₀ is accepted.

CHI-SQUARE ANALYSIS**Null Hypothesis (H₀):**

There is no significant difference between qualification and long term goal in the working place of an employee.

Alternative Hypothesis (H₁):

There is a significant difference between qualification and long term goal in the working place of an employee.

Test Statistics		
	QUALIFICATION	YOU HAVE LONG-TERM GOALS IN YOUR WORKING LIFE
Chi-square	41.080 ^a	41.200 ^a
df	2	4
Asym. Sig.	.000	.000

Result:

Here the significance was occurs and has a value 0.000 it is less than the 0.05. Hence H0 is accepted.

FINDINGS

- It is found that 93% of respondents feel that they found difficult to speak with client.
- It is found that 52% of respondents said that there is no personal time to learn.
- It is found that 51% of respondents have strongly agreed that employees have the opportunity to use their initiative in their job.
- It is found that 54% of respondents have agreed that developing knowledge and skills is a realistic way to employees to get a better job in same organization

SUGGESTIONS

The following Suggestions were based on findings of the study:

- ✓ Enlarge the enough of opportunities to develop the employees communication level with the client in order to improve the self and as well as the sales of an organization.
- ✓ Employees have personal development plan, so develop a competitive environment in workplace in order to bring out the hidden talents of employees.
- ✓ Give more important to effective training and development program for the growth and sales improvement of an organization.
- Provide an equal chance to every employee to learn at the workplace and also in a realistic way to improve their knowledge and skills.

CONCLUSION

It was found that the training and career development opportunities of the HYUNDAI MOTOR INDIA LIMITED are effective in developing the self. It was also found that employee's involvement level is high in HYUNDAI MOTOR INDIA LIMITED. It was also found that organization recognizes and acknowledges the employees work and their efforts. Most of the respondents are satisfied and feel they accomplish something worthwhile in their job. Most of the respondents feel that self-development will influence their performance level. This motivates the employee to achieve their aims and goals in efficient manner.

The effectiveness of the PDP practice for undertaking learning activities, expertise-growth, flexibility and performance within an organizational context was researched. While the idea behind PDPs is that they should stimulate the employees' learning and professional development, practice shows that the opposite seems to be true in many cases. Despite the popularity of Personal Development Plans (PDPs) in the workplace, relatively little is known about the actual use of the tool and its impact on the employee's learning and development.

REFERENCES**Journals:**

- The Construction of Self: A Developmental Perspective. Journal of Cognitive Psychotherapy. Author Name: Tim Stott (2012)
- Exploring values and personal and social development: learning through expeditions. Pastoral care in education. Author Name: Peter Allison Et Al (2010).

Websites:

- www.hyundagroups.in
- www.hyundai.com

Books:

- HRM 10th edition, **Robert L.Mathis**
- HRM 3th edition, **Biswajeet Pattanayak**
- Strategic HRM, **Jeffrey A.Mello**

