

TRAINING PROGRAMS AND EMPLOYEE COMMITMENT AT HERO MOTOCORP

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ABSTRACT: This inquiry looks into the impact of training efforts on employee loyalty at Hero MotoCorp, India's largest two-wheeler company. In today's ever-changing and competitive environment, it is becoming increasingly necessary to give regular and continuous employee training in order to increase staff competencies and sustain business operations. The paper looks at how the quality, relevance, and efficacy of training initiatives affect employees' affective, ongoing, and normative commitment. The findings show that comprehensive training programs not only improve employees' abilities and job performance, but also establish a long-term sense of loyalty, engagement, and belonging in them. Hero MotoCorp must implement training programs focusing on technical skills, leadership, and behavior in order to improve employee motivation, morale, and organizational alignment. According to the report, well-planned training programs support the company's development and competitiveness, hence increasing employee dedication.

Keywords: *Employee Training, Training Programs, Employee Commitment, Affective Commitment, Continuance Commitment, Normative Commitment,*

1. INTRODUCTION

The efforts that are put into training have the ability to increase the self-esteem of employees, signal the commitment of the company to their future, and offer opportunities for advancement. There is a possibility that these outcomes could occur. Consequently, there is a probability that this will lead to an increase in both job satisfaction and loyalty to the organization. The amount of involvement that employees have in their work and the success of the company is considerably and dramatically boosted when firms provide their employees with training that is both appropriate and ongoing (continuous training).

Retention Training

Companies can retain their staff by providing training sessions. If you create and implement these initiatives, your

employees will be more involved in their work, the teams with whom they cooperate, and the direction of the company because they will be happier at work. Employee turnover can be reduced by offering incentives to stay with the organization for a longer amount of time.

The organization's retention training offers a wonderful opportunity for your existing and prospective leaders to improve their leadership abilities, grow professionally, and advance within the business.

Employee retention training combines several business training programs, such as induction training, leadership training, and soft skills training. Additionally, there is no way to offer it.

Mentorship, e-learning, instructor-led training, virtual instructor-led training, immersive training, rotations, and shadowing are all effective ways to

increase instruction retention. It is dependent on the issues that may have kept prior employees from leaving the organization or the topics that can assist present employees with their concerns about career growth.

Employee Commitment

Employee commitment is a term that describes the degree to which workers have an emotional tie to their workplace, as well as loyalty and devotion to their company. The fact that individuals are willing to go above and beyond the minimum requirements in order to assist the organization in achieving its objectives is demonstrated by this point.

Establishing a connection between your company and its employees is a great way to push them to work more diligently in order to accomplish the goals of the organization. The degree of dedication that an employee has to the company is the primary factor that determines their conduct. As a consequence of this, we commonly come across employees that are enthusiastic about their work and eager to spare no effort in order to ensure the success of the company. As well as being willing to assist, they are also determined and hardworking.

2. REVIEW OF LITERATURE

Shiri, R., El-Metwally, A., Toppinen-Tanner, S. (2023). This methodical analysis determines the extent to which continued professional training and development (CPTD) helps individuals maintain their existing roles. The authors examine data from a range of industries, including healthcare, education, and services, to determine the impact of ongoing training on job stability. The review found that CPTD had a

considerable impact on workforce flexibility, employability, and skill relevance. It demonstrates that people who maintain their present skills are less vulnerable to job loss.

Bharadwaj, S. (2023). This paper looks into how enhanced company branding through training and development programs affects employee retention. According to the author, development opportunities serve as a strategic branding tool that indicates a company's commitment to employee advancement. The paper uses theoretical and practical examples to show how skill-building efforts improve employees' opinions of the company's desirability. Training increases job happiness, loyalty, and engagement over time.

Adeyemo, O. T., Iliyasu, M. M., Tende, B. T., (2024). This paper investigates the relationship between training and development programs and employee retention rates in Nigerian insurance companies. The authors present data from employees at publicly traded companies that show a strong positive association between training access and retention. Employees who believe that prospects for growth are reasonable and advantageous are more likely to stay with the firm for an extended period of time. The paper found that training reduces attrition intentions by increasing productivity, confidence, and role clarity.

Hosen et al. (2024) organizational commitment as a mediating variable to investigate the effect of employee engagement, training, and development on job performance. The paper, which included employees from service-sector organizations, used structural equation modeling to analyze the interactions

between crucial parameters. According to the findings, employees who receive high-quality training have a stronger sense of competence and self-confidence in their profession, which increases employee engagement. Individuals that are engaged in their work have higher productivity levels. The mediation paper demonstrates that commitment is required to translate training outcomes into performance improvements.

Okolo, Onoh & Udensi (2024) investigate the influence of capacity-building efforts on employee engagement in the South-East region of Nigeria's civil service. The writers conduct survey research to assess employees' experiences with professional development initiatives, mentorship, training, and seminars. The data show a strong positive relationship between capacity building and all aspects of organizational commitment, including continuance, normative, and affective.

3. TO MEASURE EMPLOYEE COMMITMENT



There are several compelling reasons why firms should assess employee commitment. The main goals of an employee commitment survey are as follows:

Gauge employees' commitment:

Measuring commitment could help identify who is devoted and who is not. This will demonstrate how each individual values their work and the organization. This could be useful for future planning.

Identify what drives commitment:

The values, procedures, and workplace of your organization either increase or decrease the level of employee commitment. An employee commitment survey will help you identify the aspects that influence your employees' motivation, happiness, and dedication.

Identify problems:

Early warning signs of an individual's lack of interest or commitment, as well as certain areas in which a large number of employees are dissatisfied or uninterested, can be discovered. HR and management may then address these concerns as soon as feasible to keep them from worsening.

Boost retention:

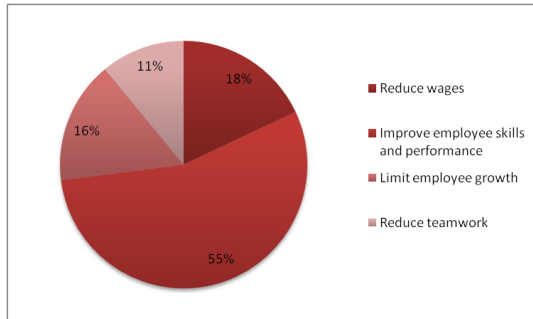
Relationships exist between commitment and retention. The reasons that encourage employees to remain loyal to your company can be determined through the use of employee commitment questionnaires. This will help to retain more personnel and lower the amount of staff turnover that occurs. This will assist you in accomplishing your business goals, enhancing the morale of your staff, and lowering your expenses.

Use data to make informed decisions:

Data obtained from employee commitment surveys can be utilized by businesses in order to make decisions regarding the allocation of resources, the opportunities for progress, and the prioritization of tasks.

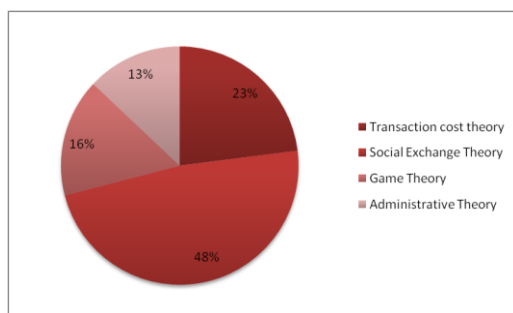
4. DATA ANALYSIS AND INTERPRETATION

1. What is the major purpose of Hero MotoCorp's training programs?



The findings of the study indicate that the majority of respondents, which accounts for 55% of the total, believe that training programs assist them in improving their abilities and productivity. A smaller percentage of individuals, specifically 18%, 16%, and 11%, are of the opinion that training will either slow down growth, hinder teamwork, or result in lower earnings. In general, the findings suggest that individuals have a favorable attitude toward training as a means of enhancing their skill set.

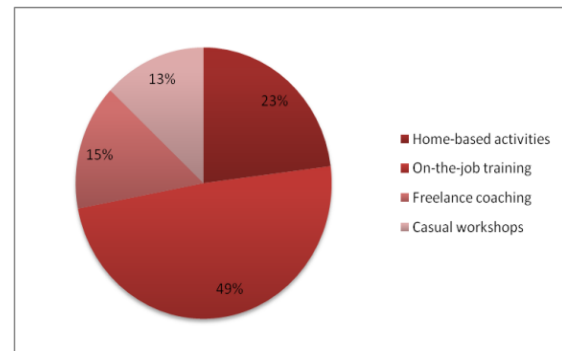
2. Which HR philosophy at Hero MotoCorp best describes the relationship between training and dedication?



The findings indicate that more than half of the individuals who participated in the survey are of the opinion that the Social Exchange Theory is the most significant theoretical foundation. Administrative Theory comes in at thirteen percent, Game

Theory at sixteen percent, and Transaction Cost Theory at twenty-three percent. This demonstrates that there is a strong preference for theories in organizational behavior that place an emphasis on things like reciprocity and mutual benefit.

3. What is the most typical way Hero MotoCorp instructs its staff to develop their technical skills?



According to the data, nearly half of respondents (49%) opted on-the-job training. Others like casual workshops (13%), home-based activities (23%), and freelance coaching (15%). This demonstrates that most employees prefer practical, on-the-job training over informal, off-the-job training.

5. CONCLUSION

Training programs are critical to improving employee satisfaction, job performance, and retention. When training programs are well-designed, practical, and tailored to the needs of employees, they can result in enhanced competence, self-confidence, and job satisfaction. Employees are more likely to remain focused, motivated, and loyal to the company's goals when they believe their professional development is encouraged. Furthermore, successful training develops a positive work atmosphere by encouraging open communication, constant learning, and mutual trust

between management and employees. In addition to increasing productivity, it improves motivation, lowers staff turnover, and creates a steady workforce. As a result, in order to create a cohesive, high-performing workforce and achieve long-term success, a company must invest in effective training programs.

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