

A Study on the Impact of Organizational Development Interventions

Santhosh S¹ Rajeshkumar K²

¹MBA Student ²Head of the Department

^{1,2}Department of Management Studies

^{1,2}M.Kumarasamy College of Engineering, Karur, Tamil Nadu, India

Abstract — The term consumer behavior refers to the behavior that consumer display in searching, for purchasing, using, evaluating and disposing of product. The study is attempted to identify consumer’s behavior in rural market with reference to Karur villages. Consumers are the real king of the business world. A business concern which obtains the affectionate relations of the consumers can successfully run its business for ever. The satisfaction level of respondents on smartphones has been moderately high and it may be increased. The sales promotion strategies followed by smartphone companies are in the satisfactory level.

Keywords: Consumer, Business, Behavior, Satisfaction

I. INTRODUCTION

Organizational development (OD) interventions refer to a set of planned and systematic activities designed to improve the effectiveness of an organization. OD interventions can range from small-scale interventions such as team-building exercises to large-scale interventions such as organizational restructuring. The purpose of these interventions is to improve organizational functioning and help the organization achieve its goals. This will be useful for managers and business leaders who are considering implementing OD interventions in their organizations, as well as for OD practitioners who are responsible for designing and implementing these interventions.

A. Objectives of the study

1) Primary Objective

- To identify the impact of organizational development intervention on the employees of Nxtlogic Software Solutions.
- 2) Secondary Objective
- To reveal the factors contributing organizational development.
- To examine the relationship of culture on organizational development.

B. Need for the study

- The study is needed for the organization to identify the impact of interventions in organizational development.
- This study will help to solve the organizational intervention.

C. Scope of the study

- The scope is to find out the factors that are restricting the organizational development.
- To identify the problem comes to the organizational development.
- To know the ideas and thought of the development team.

D. Limitations of the study

- The study restricts itself only with the employees of NXT Logic Software Solutions.

- The study only assumes that the information was given by the employees without any bias.

II. REVIEW OF LITERATURE

Turki Fahed Al Masaeid (2020) has done the research titled on “Organisational Development Interventions to solve performance management challenges” published in PalArch's Journal of Archaeology of Egypt/Egyptology. Organisational development is a crucial part of the sustainability and growth of a business. Organisational development can be implemented in business by adapting efficient leadership approach, managing employee performance and designing a clear work process.

John D Watt, Chris Piotrowski (2008) has done the research titled on “Organizational change cynicism: A review of the literature and intervention strategies” published in Organization Development Journal. This study provides an overview of the impact, both positive and negative, of employee cynicism on organizations. The authors focus specifically on empirical findings regarding the relationship between organizational change cynicism (OCC) and employee engagement (EE). Data from a sample of 110 healthcare industry workers in the Southeastern United States were analyzed as part of a larger investigation on underemployment.

III. RESEARCH METHODOLOGY

We have used descriptive research design. Our population in this study is infinite. And the convenience sampling technique is used. We have used primary and secondary data method for collecting data. Questionnaire tool is used.

IV. ANALYSIS AND INTERPRETATION

A. Percentage Analysis

Training and support for employees	Frequency	Percent
Highly Dissatisfied	7	6.9%
Dissatisfied	16	15.7%
Neutral	38	37.3%
satisfied	28	27.5%
Highly satisfied	13	12.7%
Total	102	100.0%

Table 4.1.1: Training and support for employees

Source: Primary Data

Inference

From the above table, 6.9% of the respondents Highly dissatisfied, 15.7% of the respondents Dissatisfied, 37.3% of the respondents are neutral, 27.5% of the respondents satisfied, 12.7% of the respondents Highly satisfied. Majority of the respondents are neutral.

B. One-way ANNOVA

	Sum of Squares	df	Mean Square	F	Sig.
Whether you received t&d opportunities in the past year? Between Groups	8.68	4	2.17	1.34	.261
Within Groups	157.40	97	1.62		
Total	166.09	101			

Table 4.1.2:

Inference

From the above table, we Come to know that calculated significant value is 0.261. As the calculated significant value is greater than 0.05, we reject the alternative hypothesis H1 and conclude that there is no impact of training and development opportunities in the past year and regular feedback on your performance from manager.

C. Chi-square

	Chi-square	df	Asymp. Sig.
Education	58.41	2	.000
Have you received clear and timely communication about company policies, procedures, and expectations?	31.14	4	.000

Table 4.1.3:

Inference

From the above table, we come to that calculated significant value is **. As the calculated significant value is less than 0.01 significant level at 1% level of significance and reject the H0 and accept the H1 that, there is significant difference between Education and timely communication about company policies, procedures, and expectations.

V. FINDINGS

A. Percentage Analysis

Majority of the respondents(ie.37%) are neutral with the training and support.

B. One-way ANNOVA

There is no impact of training and development opportunities in the past year with receiving regular feedback on your performance from manager.

C. Chi-square

There is significance difference between Education and timely communication about company policies, procedures, and expectations.

VI. CONCLUSION

Organizational development interventions can have a significant impact on improving the effectiveness of an organization. They can help organizations identify areas for improvement, develop strategies to address those areas, and implement changes to achieve better performance. It's important to note that organizational development

interventions are not a one-time fix. To maintain the benefits of these interventions, organizations must continue to prioritize ongoing learning, development, and improvement.