Attitudinal dynamics strategies planning for Indian industrial success: Vision2025

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Abstract Industrial development today is considered as prerequisite for modern economic development. That is why all countries of the world, whether big or small, rich or poor, and developed or developing, are channelizing their resources to promote rapid industrialization. If we aim at an accurate assessment of our achievement, we should analyze the attitude of our Human resources with in industry. We should measure our achievement in terms of our own present targets with this dimension. So people should think of improving their industry achievement with benchmarking the in-roads of their human resources and their attitude towards the industry they work.

Key words: Attitude, Behavior, Competition, Benchmarking, Strategies

Introduction

The attitudes of employees in the workplace can have a significant effect on the business as a whole. Attitude is one of the hidden, hard-to-measure factors that end up being crucial to the success of a company. Whether for better or for worse, employee attitudes tend to have a drastic impact on the productivity of a business, both directly and through the effect on other job-related factors. Employees that have a negative attitude toward their company are far more likely to be disengaged, fulfilling their jobs with the least amount of work possible and at the lowest quality level. This attitude of disengagement, disconnection and lack of concern for the company's well-being is costly to employers by way of lost productivity. Based on their attitudes toward work, employees feel more or less committed to the job. Those with a generally negative outlook at their work situation have no reason to feel invested in a future with the company. They can leave at any time and might just be waiting for the right opportunity. Workplace attitudes, both positive and negative, are infectious and can easily spread to co-workers. Negative employee

attitudes can have a ripple effect. Decreased trust and goodwill toward co-workers harms collaboration, decreasing productivity. Not all employees interact directly with customers and clients, but when they do, their attitude is a reliable predictor of customer satisfaction. Even the employees who don't have direct contact with clients can influence through their attitudes the level of care and customer service. A negative attitude is likely to manifest in disengagement from customers and lack of concern for their needs. Customers are an annoyance and an inconvenience to employees with a bad attitude. On the other hand, a positive and engaged attitude is likely to result in courtesy, emotional engagement and a real concern for the well-being and satisfaction of the customer

Attitude at work place

Components of attitude dynamics

Cognitive: This represents our thoughts, beliefs and ideas about something.

Affective: This component deals with feelings or emotions that are brought to the surface about something, such as fear or hate

Conative: This can also be called the behavioral component and centers on individuals acting a certain way towards something

Attitude dynamics is playing a major role in the business environment. The challenge in the workplace is that now these components are tied to work functions, policy, procedures and organizational structure, as well as the people and individuals present in the organization.

For example, we could have thoughts or beliefs (cognitive) about managers in general, and those thoughts or beliefs could manifest themselves in not trusting a manager (affective), and thus we would never want to develop a close relationship with a manager (conative).

Another example with in the project groups could be a point made which has a long term effect on individual attitude. The effect of peer group is long term. Initial impulse if not treated properly can cause rippling effect.   Too long a gap without treatment can lead to a big catastrophe. This could be identified and analyzed using the social sites.

It is important to make the point here that these are attitudes - and yes, they can be wrong. Just because we have an attitude (remember our 2-year old), that does not mean it is correct. It is just

how we feel about a person or situation. The problem, though, if employees let attitudes like this direct their personality at work, it can indeed stunt their ability to grow in an organization.

Obviously not every manager is trustworthy, but if we let our negative attitudes dictate how we view and react to managers, we will never be able to see if some are indeed good people and can be trusted. Certainly having a good relationship based on trust with your manager is a great thing to have in the workplace.

Attitude Dynamic in business environments are described by the ability to reply to changing trends. Critical to success is making value by highlight alert entrepreneurship and organization risk. The goal is to expand strategies allowing your commerce to found and maintain a spirited benefit by using the technology you utilize to run your corporation in new ways. Establish analytical method to review trends and correct problems. Using well-informed populace, up-to-date procedure and technology, examine your infrastructure to decide how best to utilize assets to increase business benefit.

The idea is to get advantage of developing tendency to turn your existing transportation into a system that get better not only your business replica but your proceeds. By optimizing your Information skill infrastructure at every level, you should attain cost savings you can relate to all areas of your business to make value and profit. Create your plan for core IT transportation. As a start, settle on the best methods to access your scheme and manage your desktops, mobile devices and servers. Allow for refuge and data protection to guarantee compliance to legal system. One goal is to combine your environment, abolish duplication, and cutting costs connected with maintaining divide databases. A consolidated, streamlined environment is easier to adapt to new trends and stress that are steady in today's dynamic market.

Methodology applied

The analyses can be made by adopting the following procedure. The scope and the objectives of the analyses are defined. The group is set and the data is gathered on many occasions. Role of each player in the team is noted and accepted by all. The various indications will be observed through social media and activities. Proper analyses of different track is made and reported. Useful discussions and conclusions can be made as explained in the subsequent sections.

Figure A : Diagram representing the methodology of study.

Tracking attitudinal dynamics effect

This concept poses a good challenge for the practicing manager to track the attitude issues in one's organization. However there is little to worry as the social media excitement happening across the world is providing good insights to all the characteristics of the individual. A smart manager can access the data of the peer group and can analyze the important behavior and their approach to their industry. Thanks to the social media. Upon benchmarking the right approach to resource attitude, the manager can clearly design and develop competitive strategies to run his organization better. There by stand up for a cause of handling things better.

In order to go ahead with the work, two groups were identified in our institution and analyses were made on their attitude towards the organization. The data were collected randomly amongst the peer group targeting their approach toward the organization by email, and other social media. The number of counts of the attitude parameter collected is classified into two groups, Low and high. The attitude parameter is categorized into three groups effective, semi effective and not effective. The data collected is carefully analyzed and tabulated a shown in the table.

Sl no	Group no	Analyses	Numbers	Attitude			Remarks
				Effective	Semi	Not Effective	
1	g1	One	59	8	12	39	High Number and Not Effective
2	g1	Two	67	9	4	54	High Number and Not Effective
3	g1	Three	46	12	10	24	High Number and Not Effective

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				High Number and Not Effective
4	g1	Four	22	7	3	12	

Table 1: Data showing the results of group with negative attitude.

It is evident that the majority of all attitudes points towards the red zone as shown in the attitude graph i.e, High Number and Not Effective, This has to be dealt by the manager seriously failing to which organisations suffers. However there may not be any immediate effect to this issue. This certainly has a long term effect and the manager has sufficient resources and time to handle the situation.
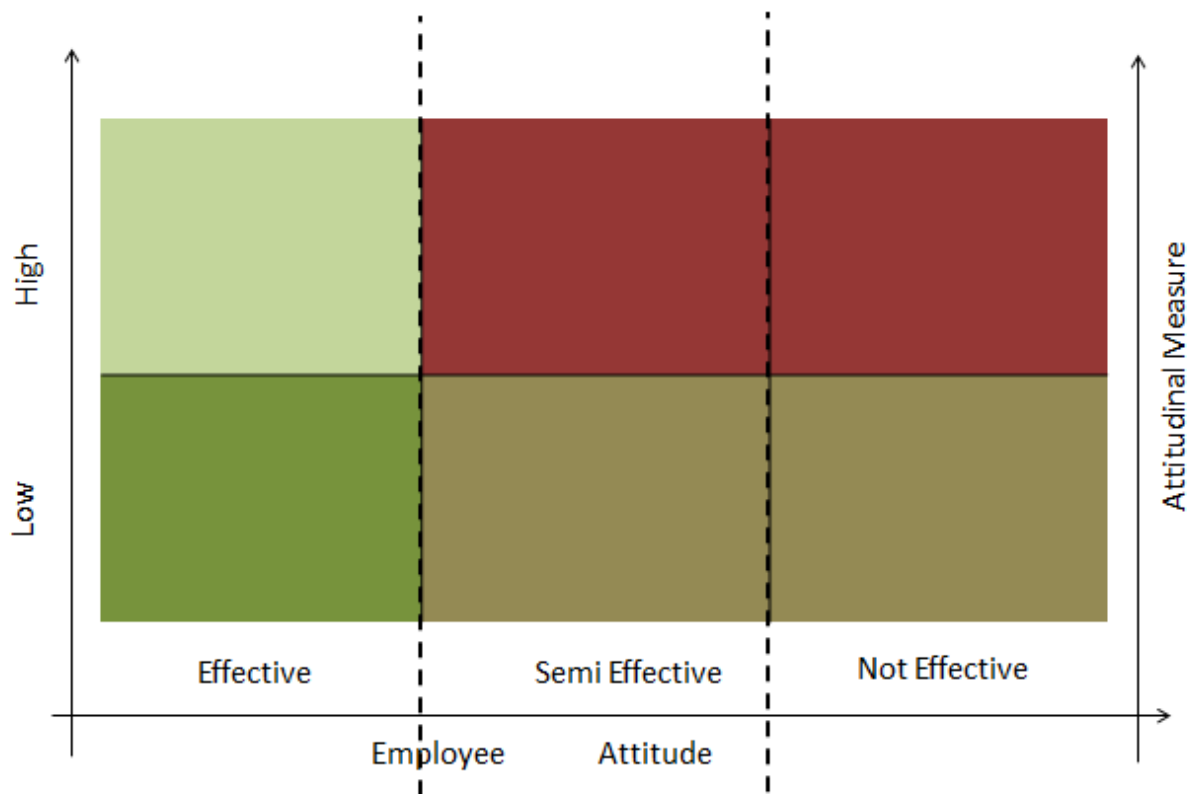

Figure B : Attitude Analyses for a peer group with negative attitude.

Sl no	Group no	Analyses	Numbers	Attitude			Remarks
				Effective	Semi	Not Effective	
1	g2	One	73	58	12	3	High Number and Effective
2	g2	Two	87	49	24	14	High Number

						and Effective
3	g2	Three	23	15	4	4	High Number and Effective
4	g2	Four	42	27	13	2	High Number and Effective

The above MIS shows majority of the attitude characteristics fall in the green zone i.e, High number and effective. This is an encouraging point to the manager. The manager has to nurture these talents in the interest of the organization. Nurturing leads to win-win situation too. Many other benefits like long term loyalty can be observed in this situation. The manager needs to put fewer efforts in this situation. This is treated as ideal situation amongst HR groups.
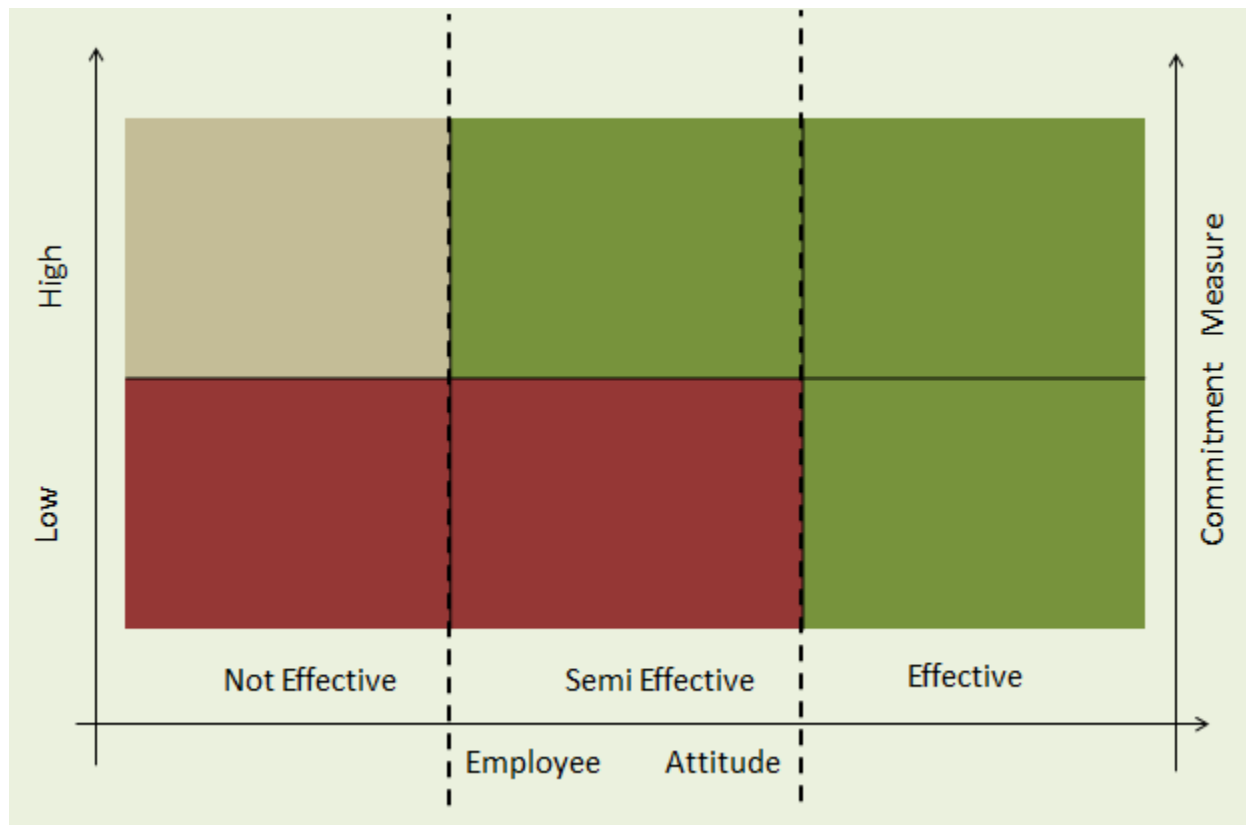

Figure C: Attitude Analyses for a peer group having commitment.

Conclusion

From the above analyses one can be clear that the attitude dynamics need to be taken seriously. The concept has a long term effect and is having potential to have ripples effect. The above method clearly indicates feasibility to use the same. Social media can deliver vital characteristics of peer groups and individuals.

Author Bibliographies

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