

## **Learn & Work – the tools for Business Success**

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**ABSTRACT :** In this dynamic world of business progress, the organisations, which are playing the leading role in the business market, are focussing a considerable portion of their investment in providing a learning path to their employees. In general, people in the small business circles feel that investing on the employees for knowledge acquiring through training or learning mechanism is a dead investment. However, it is not so. Whether it is a small sector or large sector organisation; whether it is service sector or manufacturing Sector or Research & Development sector. It is definitely forms a favourable tool for Business Success.

“The way, a person learns to acquire knowledge through various media; similarly an organisation is like an individual, which has to be grown through various paths of learning to become a successful business sector. This is possible only when it has a room for learning in it’s House of Business.” As our environment undergoes a changes by the seasonal influences, in a similar fashion, the Business is also gets effected by seasonal requirements through the process of Demands & Recessions. This gives rise to the Progress & Fall in the business during their period of their life cycle. It is immaterial, whether it is large public Sector or Small Scale Industry, it is applicable to all business organisations. This paper brings out the importance of knowledge imparting through “Learn & Work” Model process to the employees through various learning & training methods which contribute them much in their business mechanism. Some of the information has been highlighted from the reviews and studies of few articles & other knowledge resources. Then it is followed by the problems, hypothesis and the experiments, recommendation & references.

### **1.0 Introductions**

- 1.1 During the 1970-80s, people used to record, monitor & follow up their business activities manually. As the computer systems & its application soft ware’s were not yet evolved, the top to bottom line/floor management activities were carried out by the direct instructions & supervision right from the job allotment to the final output stages.
- 1.2 With the advent in the computer and the application software programs for various activities of the organisations / institutions, the work flow instruction, monitoring & follow up procedures got devised through programming mode and got implemented in many organisations. This was the period, of a *paradigm shift* that took place in the management system. The activities, were going on through manual process in a very slow mode of operation in every field of activities viz., from drawing a sketch/ building plan/ or box design of an instrument, it was a quite slow operation. Employees’ individual skill and efficiency were the deciding factors. Soon after the introduction & implementation of the computer application programmes for almost all categories of work viz., from accounting to finance, through design & development and maintenance. Then the management became easy, faster, efficiency got increased to 100 times greater than to earlier (w/o system). This became a *System Approach of Management Process*.
- 1.3 **Statement of the problem:** Let’s consider a case study for an organisation, viz., KCTRONICS Innovative Consultancy Service that has not made any break though in the business sector since quite few years. The problem to be studied:
  - Existing problem business in that organisation
  - What could be the solution to the problem?The objective of the paper is to study the impact of “Learn & Work Model” in its system approach on corporate performance.

#### 1.4 Hypotheses Defined:

Let us assume our Null Hypothesis as that

**H<sub>0</sub>**: The existing system does not have “Learn & Work Model”. And Learning Mechanism is not a serious factor for making the business more effective to make it a “Success”.

And our Alternate Hypothesis will be

**H<sub>a</sub>**: The alternate Hypothesis is that without adoption of “Learn & Work“- Model, it will definitely affect & becomes unfavourable to Business Successes! i.e., if **H<sub>0</sub> fails in our Z-test**.

### 2.0 Reviews:

**2.1 Chanakya’s Arthashastra, vide Chanakya a.k.a Kautilya (c.350-283 BCE) lists seven pillars for an organisation which states that for a successful business ,there should be :**

(i)The King or CEO/Director, whose vision drives the organisation, has to be the right person through selection.(ii) Minister or Manager, the man in action which gets the things done should always be an efficient person.(iii) The country or premise of your office which forms the nucleus of the organisation where the organisation has to be well connected to different market zones and to be operated efficiently. (iv) The Fortified City or Head Office, where the administration has to be done centrally in a well planned manner. (v)The Treasury or Finance is the main resource for running an organisation. There should be sufficiently back up available to the organisation. (vi) The Army or the Team has to be well trained and well equipped with the knowledge resources & guidance schemes available to the employees (team members).(vii) The Ally (friend/consultant), the seventh is the last but not the least, who could be your saviour in all circumstances during the period of the business cycle. These seven pillars form the base of your success for a business organisation. It shows how important is the ‘Learning Processes’ in any business organisation as brought out by ‘Chanakya’s Arthashastra’.[i]

2.2 (ii) Jim Collins has also brought out the ‘Values are the roots from where an organisation continuously gets its supply as well as grounding- build them!’ in his book “Build to Last”

2.3 “Building a sustainable business takes more than a good idea” by DAVE KERPEN CEO, Likeable local @davekerpen. He has brought out 10 wildly successful Start ups and lessons to learn from them. They are :

(i)Target several niches: Learning a lesson from an organisation like ‘Kaltura’ is an open-source video platform for managing video contents, who has targeted several niche market managing 300000 enterprises and made \$25 million at start up itself. (ii) Offer Personalization: This lesson is from a Pandora which is service oriented company for music has given a personalised attention to the taste of his customers and raised \$231 millions. (iii) Put End-users in control: There is a cess gain in Taboola which made a control over the end users and raised \$100million. (iv) Don’t try to do too much at once: This is a cess with Voxy. (v) Go global but customize for each market: This is a case with GETT a mobile company. (vi) If it’s not broken, don’t fix it: This is a case with ‘Shoe dazzle’. (vii) Develop best in breed technology: this is a case with 2U partners with top universities to bring their degree programme online. This company is a leading player and made \$100 million in venture capital in the education –tech world. (viii) Emphasize extreme team collaboration: This is a case with prismatic. It is a news reader which uses algorithms to create news feeds tailored to suit a reader’s unique interests. There was super collaborative, a good experienced team of engineers & technicians worked together in a team spirit and raised \$16.5 million. (ix) Foster beneficial partnerships rather than reinvent the wheel. This a case with Apartment List, which is a rental market place in providing the renters an ideal apartment. The site consolidates millions of listings in one easy to search online map. So this company partnered with several real estate marketplaces and used their inventories to raise \$15 million. (x) Go device–Agnostic: This is a case with MapMyFitness. Initially it offered fitness tracker which later on added few more fitness tools, which made an increase in its customers to 13 million users and this device-agnostic approach has proved to be a success.

### **3.0 System Approach to Learning**

It is said that the success depends on the ability to acquire, interpret and act upon the knowledge available. In an article of Harvard Business Review: Hackle and Nolan said that the responsiveness as “manage by Wire”. This makes it possible to acquire the knowledge and assimilate and react to the information flow in a real time scenario in a right manner. The learning process involves four processes (i) Observation (ii) Orientation (iii) Decision and (iv) Action. This is possible when our system is planned to adapt a learning process. The figure below is depicted for reference:

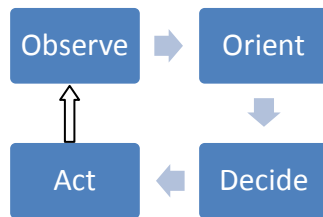


Fig.3.1 Business Learning Processes

This feedback mechanism helps in many ways to the business decision making. This will work perfectly if learning mechanism through Management Information System of an organisation is adopted and being followed. This system is called “manage by wire” in an MIS structure of an organisation.

More important is the discipline of the learning processes. To name them: They are (i) personal mastery, (ii) mental models, (iii) building shared vision, (iv) team learning and (v) systems thinking. In a brief let’s explain these in few lines:

- i. **Personal Mastery:** It is the basic commitment to all time learning, to enable a person to get updated with the latest knowledge available at that point of time.
- ii. **Mental Models:** This involves the biases, predisposition and prejudices during the process of dealing in day to day activities in an organisation.
- iii. **Building shared vision:** The shared vision makes a person to come out of the “stuck old concept or ideas” and get adopted to the changing environments.
- iv. **Team Learning:** It is another mode of learning, where the whole team of an organisation gets knowledge able about the work, system, know-how’s. This makes the organisation easy to get the complexity of training each individual separately and it makes it economical in the learning processes.
- v. **System Thinking:** In fact it is the vision of the whole organisation. The success of any business organisation depends on the result of the vision implementation. SO, the vision to be shared to every employees of the organisation is to get the employees trained through a perfect learning mechanism.

### **4. Learning Mechanism**

The system approach to learning framework is an interrelationship of the various activities of the organisation. This approach builds a feedback-mechanism of the information that helps the organisation / individual /activities in removing the complexities of any problem.

**4.1 Feedback Mechanism:** This is the way of understanding the system perspective. This helps the business in a positive manner as in the Pygmalion effect, in the way the successful performance of a student happens by the influence of a teacher’s high expectation over a student. In a similar way, the positive/balancing feedback processes helps the business manager to know the odds & evens of the business, to enable the corrective measures & preventive steps to be taken in the due course of time.

### 5.0 Know the Hurdles

It is seen that when a problem arises, the faults are put on each other by mutual blaming. This not only happens in the intra-organisational sectors, but also happens in the inter-continental levels. Sometimes, it is understood that pro-activeness becomes a reactive in disguise, while taking strategic measures. In some situations, functional hierarchy plays the role to organise into fiefdoms. This makes the system analysts to find a suitable solution for the problems associated due to cross-functional perspective. To handle such situations lets discuss the solutions in the next paragraph.

### 6.0 Business Solutions

The very first step is: “Not to Blame” that is avoiding the tendency of blaming others. In a system approach, “every- one is to blame, and no-one is to blame.” That is sharing the responsibility equally and tries to overcome the problems together. Secondly, the cause & effect may not be sometime related to time & space. This is a case of individual area’s problems which need to be solved in their respective perspective. It may be related to a problem of another area. So, the solutions should be solved in cross-functional perspectives.

### 7.0 Experiment:

**Z-TEST : "Learn & Work Model" Implementation :**

Sl.N.o	Problem criteria	Frequency Distrn	P, in % age
1	Lack of “Learn & Work” Model	65	0.65
2	External Threat	15	0.15
3	Rigidity of Processes	5	0.5
4	Non availability of H/w & S/w	5	0.5
5	Misc.	10	0.1
	Total	100	1

Testing a hypothesis of a proportion, we use Z- statistic or Z-test. Given **P0=0.5**  
Considering the Lack of Learn & Work “Model in **Sl.No.1** of the table, **P=0.65**

**Formula:**  $Z = \frac{(P-P_0)}{\sqrt{(pq/N)}}$  where, P is the population frequency distribution, P0 is the population mean, N=Total no of proportions. ‘p’ is the probability of getting the outcome and q=(1-p), given that the Null Hypothesis is true, compared with the level of significance.

Accordingly, we get, **Z= (0.65-0.5)/ √ {0.5(1-0.5)/100} =0.15/ (0.05) =3**

Here in our experiment, we have selected 5 % criteria for p-value. We have selected the two tailed test for which the *critical value* is +/- **1.96** for level of significance, **α =0.05**.

The acceptance criteria for the Null hypothesis will be accepted or rejected. The critical value for the test statistic is determined by the level of significance. Choosing the level of significance is (i) 0.10, level for political polling, (ii) 0.05, level for the consumer research projects (Iii) 0.01 level for quality assurance work.

Significance i.e., the statistical significance is the decision made based on the value of the Null hypothesis. If p-value is ‘Rejected’, we reach the ‘Significance’; Very important aspect is that if the Null hypothesis is ‘retained’ then, we fail to reach significance i.e., there is no ‘significance’

### 8.0 Inference of Z-Test:

It has been found that the critical value has been found to be 3.0 which has exceeded the value of 1.96, hence the null hypothesis is rejected based on the value of significance level of 5%. i.e.,  $\alpha=0.05$ . Hence, “Learn & Work” model adaption will definitely improve the “Business to a Success”.

### 9.0 Recommendation

As seen from result of our experiment in Z-Test for one organisation, “Learn & Work” Model, should be an *integral part* in the frame work of the Management System with a *System Approach of working* in any organisation, whether it is a small business sector or larger unit

### 10.0 References:

- [1]. Chanakya’s Arthashastra, vide Chanakya a.k.a Kautilya (c.350-283 BCE)
- [2]. Jim Collins has also brought out the ‘Values are the roots from where an organisation continuously gets its supply as well as grounding- build them!’ in his book” Build to Last”.
- [3]. “Building a sustainable business takes more than a good idea” by DAVE KERPER CEO, Likeable local@davekerper .
- [4]. Harvard Business Review: hackle and Nolan said that the responsiveness as “manage by Wire”.

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- (i) A paper on **Ground and Flight Test of Systems Used in Military aircraft**. At **NaSMAC-2004**.20-21 August 2004., Bangalore
- (ii) A paper **QMS (9001/2000) Implementation** –A boon to the Industries. at **ConQuest-2006**, International Conference on Quality & Reliability in Aerospace Systems, Jan15-17, 2006. Organized by RCI, DRDO, Hyderabad.
- (iii)An article on “**Quality in Design and Reliability through Repair**”
- (iv)Recently published International Papers are:
  - (a) **Recent trends in VLSI Design Applications**: International Journal of Advanced Research in Computer Engineering & Technology (IJARCET) vol.4 Issue 4, April 2015, ISSN: 2278-1323 pp1629-1632.
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  - (c) **VHDL Implementation of an SPI Interface for an FRAM Memory over FPGA**: International Journal of Advanced Research in Computer Engineering & Technology (IJARCET) vol.4 Issue 4, April 2015. ISSN:2278-1323 pp-1580-1583
  - (d) **VHDL Implementation of TMDS encoder for the transmission of video signals in serial communication**: International Journal of Advanced Research in Computer Engineering & Technology (IJARCET) vol.4 Issue 4, April 2015. ISSN:2278-1323 pp-1576-1579

- (e) **VHDL implementation for design of an I2C Interface for Temperature Sensor and an EEPROM Memory:** International Journal of Advanced Research in Computer Engineering & Technology (IJARCET) vol.4 Issue 4, April 2015. ISSN:2278-1323 pp- 1571-1575
- (f) **Communication Protocols Augmentation in VLSI Design Applications:** Int. Journal of Engineering Research and Applications ISSN:2248-9622.vol.5,Issue 5(Part-5) May2015,pp.116-120

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