

Increase value creation in IT industries (Remove Psychological barriers)

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Abstract-

*Purpose-*The purpose of this study the new focus ,is mind set of the organizational participants through value creation, through influencing the organization culture and through building commitment to the organization's mission, objectives and strategies which examines the relationship between transformation leadership and intention to analysis the subordinates commitment roles in the organization.

*Findings-*The result reveal that transformational leadership style directly influences by employer commitment to their employees for organization goals which is facing more challenges.

*Practical implications-*The implication of the study are of utmost importance for Indian IT Industries facing more and more rapid change in technology. Transnational leaders powering to develop challenging commitment for organization goals so here role of transformation leadership increased organizational commitment for facing new changes, creating a vision to guide the change through inspiration for long run path of organization.

*Originality /Values-*This study explores the relationship among transformation leadership Style, view and ideas which has not been tested theoretically and will tested empirically in an Indian Context. Keywords- informational leadership, employees based on new task commitment, continues updating technologies in IT sector.

*Keywords-*informational leadership, Inspiration, employees facing new task commitment, continuous Goals in IT sector.

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I. Introduction

Fast changing markets, industries, services require organizational environments capable of constant adaptation with bright new ideas and reduce time to market under this competition HRM has a more critical role in the sense of Information Technology has effects on almost every aspect of logical terms which is enhances number of task and facing global competition in IT Sector.

The main motto of the study knowing about the active inspiration of HRM which is rapidly demanded by IT Sector. Business has created increasingly diverse work force within countries post globalization and internationalization and therefore there has been constantly an enduring challenge for organizations in the current regime to encourage behaviors that serve organizational goals.

India is ranked in15th place in terms of corporate governance so we want to talk IT –BPM industry .India is the leading sourcing destination across the world ,account for approximately 55 per cent market share of the US\$185-195 billion global service sourcing business

In 2017-18 .Indian IT companies have set upover1000 global delivery centers in about 80 countries across the world. India's IT industry contributed around 7.7% to the country's GDP and is Expected to contributes 10% of India's GDP by 2025.(report by www.ibef.org)

So our study related to latest trend data which is related to leading Indian IT Firms like Infosys, Wipro, TCS and Tech Mahindra, are diversifying their offerings and showcasing leading

Ideas in block chain, Artificial intelligence to clients using innovation hubs, research and development Centering order to create differentiated offerings.

“The attrition rate Ninth IT industry within India ranges from 25to70 percent, depending on the size of the organization and structure (NASSCOM Annual Report, 2017). This raises concerns for employee engagement and retention. Therefore, for growth and sustainability of the organization, innovative practices need to be developed in order to retain talent. Our findings of the causal relationship among the different factors in the organization deals with commitment and give time to time task for innovating latest trend technologies which is collaborate worldwide technologies by professionals and experts.”

Conceptual Framework-

Transformational leadership-Transformational leaders use tactics and tools for each and every employee .company culture is an increasingly important aspect of an employee's overall Work experiences which transformational leader manages.

Inspiration—Transformational leaders are empathetic, charismatic and inspirational .this is too necessary time to time motivational speeches apply by leaders which is based on neutralizing negative thoughts, dressings, to impress, mirroring body language and more.

Employees Facing new task & commitment- now a day's competition too high and we look rapid changes in technologies in IT Sector so here most creative ideas will come from changes in technologies ,expertise knowledge, skills so here transformational leadership should aspiring to help identify the vision and mission which will create new task commitment for employees. Artificial intelligence, augmented reality and new ways for interaction between brands and customers have given retail the opportunity to enter a new era of highest sales and the highest quality service. Basically, it is possible to divide the scope of AI in the retail industry application into three large groups.

Main Goals in IT Sector Companies- companies will post better quarterly results then the market will also respond positively. Artificial Intelligence (AI) is expected to change the way we work and live. In view of its positive impact the economy, the technology is being embraced by the countries across the world. Its proliferation is being regarded as the fourth industrial revolution. From time to time, Govt. of India has also expressed the intention to support research and adoption of the Technology. AI technologies have the potential to upend the longstanding advantage that attack has over defense on the Internet and Cyber security grand challenge innovate to secure cyber attack With the global demand for IT products and IT services continuing to soar, more and more companies and organizations around the world are already focusing on the new innovate technologies like IoT, AI and Cloud Computing to drive new growth that can help them build their own digital foundation and provide robust IT solutions for different business purposes. It's expected that the global IT industry will maintain a double-digit growth rate over the near future, while these latest technology trends in information technology are forecasted to remain major factors that lead the IT industry evolution in the next few years.

Apart from more mainstream ICOs, 2018 also see the first true block chain applications that used by consumers and organizations, where those using the services not necessarily know that they use block chain technology. After all, for Block chain to become mainstream, it has to become as pervasive as the internet. Consumers do not know how Amazon or Face book works, but they are more than happy to use it. That is what is required for Block chain technology, or distributed ledger technology, to have a real impact on organizations and society. Export revenue of the industry is expected to grow 7-9 per cent year-on-year to US\$ 135-137 billion in FY19. The industry will expected to grow to US\$ 350 billion by 2025 and BPM is expected to account for US\$ 50-55 billion out of the total revenue.

Note: Conversion rate used as on September 2019, Re 1 = US\$ 0.01401

II. Literature review

various types of findings comes with previous research Report Highlights 1-The global market for healthcare (cloud computing technologies should grow from \$28.6 billion in 2019 to \$48.0 billion by 2024 at a compound annual growth rate (CAGR) of 10.9% for the period of 2019-2024) study but my Research comes with different points I am selecting area in artificial intelligence, cyber security, blokchain technology. Because I know IT sector continuously facing new challenges in market and latest technology trends in information technology today shape the future? 2-(DIPP) statistics (2019), Union Budget 2017-18, Third, this research was conducted in a specific region. Regional culture plays an important role that we did not consider at the beginning 3-IT changes especially in the context of IT professionals (Conway and Lance, 2010).. Therefore studying data handling management in different cultural context can also help refine the findings of the study. This would also help to study the impact of collectivism on 4-Indian IT industries (Dhār, 1994; Dhawan et al., 1995; Gupta, delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India.5- Department of Information and Technology, Union Budget 2017-18Report6-Business Journal, available at: <http://businessjournal.gallup.com/content/174197/920140>

“So our concern related to IT challenges which are facing by IT industries and go through inspired by transformational leader.”

Hypothesis statement-

H1: Transformation leader helpful to Increase Employees expertise, skills through the knowledge.

H2: Transformational leader helpful not Increase Employees expertise, skills through the knowledge.

Discussion- Our research attempted to examine the influence of transformational leader behavior on handling of all types of changes in IT sector. Central among our findings is the notion that transformational leader style has a great propensity for handling technology changes. Our results indicate that the antecedents of transformational leader behavior are related to the five different styles of handling changes related to IT sector. These results strongly support the work of Lewis (1993) as clear and interesting ties between management and leadership constructs appear in the study. It is also revealed that more number of behavior patterns of the transformational leader is related to collaborating, competing and accommodating style. It is in line with the theoretical anchoring of transformational leadership, which clarifies the behavior exhibited by such leaders in form of clear communication, providing skills, creating vision; provide clear and positive reasons for their aims, actions and accomplishments (Sashkin and Sashkin, 2003).

➤ **Transformational leader Main Role**

Transformational leader generate good inspiration for employees. Transformational leaders have a clear vision that they are able to help followers .Transformational leaders inspire great loyalty and trust in their followers so this Is play main role to know about the employees ‘situation and background .when a leaders Shows individualized consideration they are also aware of hidden talents .transformational leader Comes with inspirational thoughts and motivate others to perform beyond expectations so

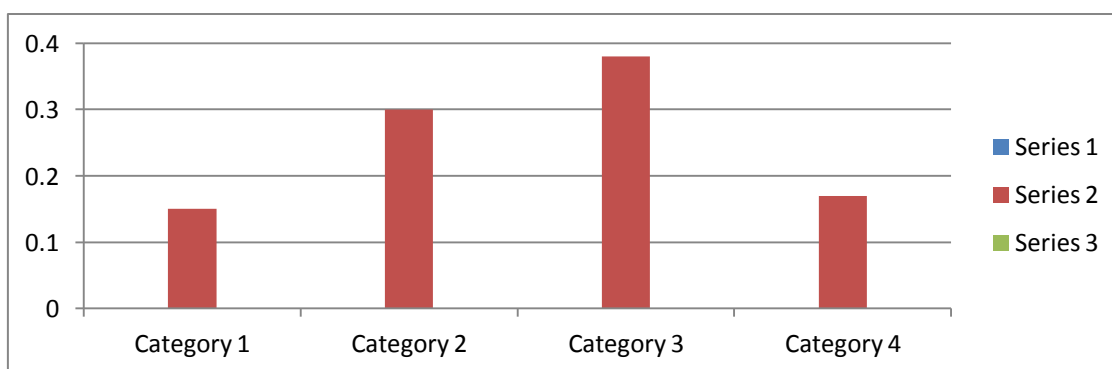
When we talk about fear of process changes so lack of enthusiasm its also main reason which is solved by strong leader called transformational leader .In fact transformational leader encourage work passion and team spirits which is more and more helpful for reduce stress and weakness of employees and facilitate strength in their work.

III. Methods

A quantitative survey was conducted on middle management level employees from 12 multinational IT organizations, located in four different cities in India, each having more than 500employees. There responses were collect as per the respondent’s convenience. This survey based on questionnaire and secondary data.

Sample and procedures for data collection-

A total of 150 questionnaires were distributed, of which 50 were sent using a Google Doc survey and 130 were printed and distributed along with the assurance of confidentiality. Out of 426 responses received, 40 fully completed questionnaires were analyzed (21 were incomplete) –The demographic profile of the participants, in terms of age, gender, qualification, experience, and nature of work (expert/non-expert/technical know how/basic skills) are presented in Table I.



highT,lowL 15% mastery Category 1	highT,highL 30% hours of study Category 2	highT,highl 38% apprenticed know-how Category 3	lowT,highL 17% basic skills4.3 Category 4
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Of note is that these knowledge work categories span all types of workers across many industries. Similarly, Figure 3 displays the categories broken down by the generation of respondents. As shown, there are some distinct differences in knowledge work across generations. Represent the largest portion of Basic Skills workers and the smallest portions of Apprenticed Know-How and Hours of Study workers, but they are on par with Generation X employees when it comes to representation in the Artistry/Mastery category of jobs. Boomers, in contrast, are represented mostly in the Apprenticed - category and trail millennial and Generation X employees in the Artistry/Mastery category. Despite these trends, it is nevertheless clear that the idea of a “knowledge worker” does not correspond to the length of an employee’s career, and all generations of employees are represented in each of the four knowledge work categories.

Design/Mythology/Approach-Transformational leadership generates more and more commitment for subordinates, and to achieve organization mission ,Main goals for updating technologies were assessed in Empirical and descriptive study based on sample of 410 full time employees working in IT Organization in India the data which were obtained using Google doc. and a printed questionnaire will analyzed through the structural and measurement.

Implications- The finding of this study has implications in academics as well as HR practices. It contributes to literature on VL and provides further opportunity to study the influence of such leadership style, which is impacted expertise of employees, and give better support of team members. For HR practitioners, it opens an avenue for leadership training and subsequent leader efficacy. The training of leaders could become more focused. As past studies highlight that changes of IT sector can be beneficial if it awakens members to alternative points of view and stimulates creativity in problem solving and decision-making (Amason, 1996; Ayoko et al., 2002; Tjosvold, 1998; Ven de Vliert and de Dreu, 1994). Hence, self-reported leadership style and their perception on approach followed for data handling in team gives a clear picture of how their attributes of being a leader influences the process and can be modified according to the preferred style of changes in it sector. Being self-reported study, it also helps the leader to generate cognition on the role played by him/her in managing team process. Such leaders can be sensitized through sensitivity training in assessment centers. Collaboration aspect of data handling should be highlighted in the process. It can be linked to a range of skills that are useful for management and employees during any change episodes (Jordan and Troth, 2002). These include mediation skills, leadership style and the use of social network at work. It provides the human resource development practitioner with a profile of individuals who may be able to consider all types of changes related to expertise and know how knowledge which is co related from IT sector technology related changes. Levels within an organization and that it can positively affect a firm’s performance (Sashkin and Sashkin, 2003).

Limitations and Future Research- Some Data will Encountered during completion of this research. First, our target population, Indian IT professionals working in team-based structure with innovative minds was sample for the study; such research can be carried out among teams in other sectors of economy for general liability. Second, the questionnaire survey was conducted using self-rating evaluation. Although one of the advantages of self-report measure is feedback about one’s ability to handle situation, nevertheless, self-reporting assessment may have some drawbacks such as misleading self-perception, positive and negative attitude, common method variance and social desirability, which may produce bias of answers and incorrect findings (Podaskoff et al., 2012). To control method biases, measures of predictor and criterion variables from different sources were used in the study. Both measures were on **Likert** 5-point scale as in original measure to maintain content validity of

the instrument and response from IT professionals with high cognitive ability justifies use of common scale. Harman's single factor test for common method variance was used as statistical remedy with help of SPSS. The result explains maximum variance of 18 per cent for data handling and 22 per cent for transformational leadership behavior pattern on single factor. Although many research criticize self-reported studies for same source bias or general method variance (Podaskoff et al., 2012), but it is the necessity of this study to give the leader an understanding of his/her own self and the style he/she uses to regulate

IV. Conclusion

Transnational leader role impacted more in IT industry and increase the possibility of success so firstly we have to update latest technology and don't ignore challenges but don't ignore Risk perception and opinions of employees when they are exposed to certain activities that can be harmful or can possibly create a loss.

which is more demanding in IT sector because employees is Pillar of any organization so firstly we have to possess more assist and provide training of employees and collaborate their future with job means provide new technology and skills when these quality joint together so organization firm earn more success and reputation so this is main focus of leaders

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