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IMPORTANCE OF QUALITY OF WORKERS FOR IMPROVING BUSINESS



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Abstract. Business owners need employees that are able to get the job done, because employee performance is critical to the overall success of the company. Business leaders need to understand the key benefits of employee performance so that they can develop consistent and objective methods for evaluating employees. The article contains a description of methods for attracting the most effective workers, among which setting effective goals, providing free hours, compensation programs, workforce training and development may be mentioned. The older people hiring benefits are also described. The article contains an analysis of life examples about came companies' effective personnel quality management. The described methods and practices can be useful to identify the strengths, weaknesses and potential management gaps in the business organization. As a conclusion, it can be noted that the main tasks of workforce quality managing are to take care of their workers' health, productivity and development in order to get more profit in business.

Keywords: workers' quality; performance; workers' qualifications; managing employees; Human Resource management.

JEL codes: M 12; M 51.

Introduction

There are a lot of companies today trying to attract quality workers in their field [1]. One of the most important aspects of success in any company is hiring the best workers possible. There are many companies that are struggling to fill vacant positions.

Efficient employees help organisations to deliver more for less [2]. Such employees are known for their ability to optimize resources, spend time judiciously, see through issues before they occur.

These employees add into productivity by reducing high cost of rework due to errors, and elimination of waste - could be time and money or both.

Effective employees are those that can create an impact with their work [3]. These employees will stretch and go beyond the call of their duty to deliver outcomes for the company e.g., winning a lost account, satisfying an angry customer, solving a complex problem.

Every company needs both types of employees to make a difference and succeed. Sometimes, company can have an efficient and effective employee. Such employees are highly dependable and are counted upon as key talent.

With all of the competition in the market for new workers, it is vital to create a work environment that attracts quality employees in your area [4]. Gone are the days when workers were willing to give up their life to have a job. Businesses need to offer a lot more than just a salary if they want to bring in the best people possible [5].

Over time, creating a work environment that attracts quality workers is not very difficult [6]. The purpose of the article is to show the best tips for having success during this process.

Methods of creating an attractive environment for workers

The following methods may be mentioned:

1. Successful Employees Achieve Goals [7]:

One of the most important factors in employee performance is to achieve goals. Successful employees meet deadlines, make sales and build the brand via positive customer interactions. When employees do not perform effectively, consumers feel that the company is apathetic to their needs, and will seek help elsewhere. Employees who perform effectively get things done properly the first time. Imagine if the person who created customer reports was always late in completing them. The client services department would always be waiting, looking unprofessional, and perhaps incompetent.

2. Flexible Hours:

Without a doubt, one of the biggest trends in the industry is flexible working hours. With all of the new technology that is available for workers to use, there is no reason for companies to not offer this at some level. Giving to employees flexible working hours does a lot of great things for the business. First of all, it shows that the company trusts employees to make the right decisions with how they spend their time.

However, it also shows that business wants employees to have balance in their life. Too many companies expect that employees should give up their personal lives in order to have success at their company. Now is the time for leaders to stand out from other businesses by offering flexible working

hours to employees. Many studies show that employees are willing to make much less if they are able to work flexible hours. The recruitment process outsourcing today focuses in on companies that offer this. Doing so is a competitive advantage in attracting quality employees.

3. Offer an employee benefit program [8]:

Employees consider an employee benefit program a necessity, not a perk and positions that offer benefits will always trump those that have none. On top of that, if you're going to attract high quality staff, your company needs to offer high quality benefits - and that means offering employees at least life, medical and dental coverage. If any small business does not have an employee benefits program, it can talk to insurance company about setting one up.

One of the advantages of belonging to business organizations, such as the Chamber of Commerce, is that they offer more inexpensive insurance including employee benefit programs, so there is the need to check with the organizations the business belongs to see if the best possible deal is being made so that it can be handed over to the employees.

4. Match Tasks to Skills:

Knowing employees' skills and behavioural styles is essential for maximizing efficiency. For example, an extroverted, creative, out-of-the-box thinker is probably a great person to pitch ideas to clients. However, they might struggle if they are given a more rule-intensive, detail-oriented task.

Asking employees to be great at everything just isn't efficient—instead, before giving an employee an assignment, determine if this person is the best suited to perform this task. If not, find someone else whose skills and styles match your needs.

5. Train and Develop Employees:

Reducing training, or cutting it all together, might seem like a good way to save company time and money (learning on the job is said to be an effective way to train, after all). However, this could ultimately backfire. Forcing employees to learn their jobs on the fly can be extremely inefficient.

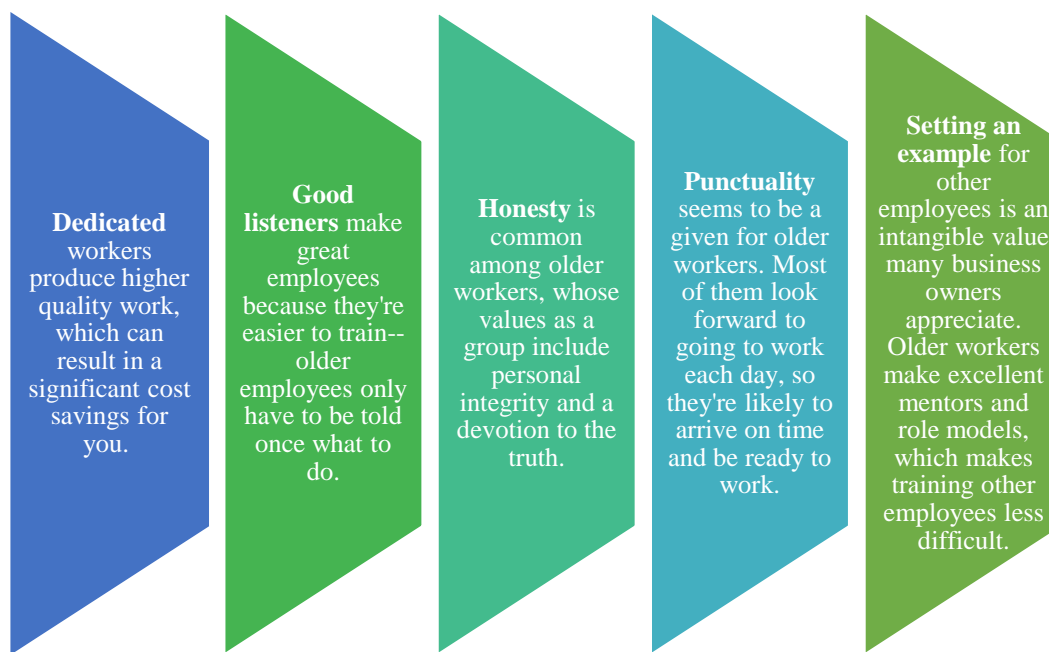
So, instead of having workers haphazardly trying to accomplish a task with zero guidance [9], take the extra day to teach them the necessary skills to do their job. This way, they can set about accomplishing their tasks on their own, and manager's time won't be wasted down the road answering simple questions or correcting errors.

Past their original training, encourage continued employee development. Helping them expand their skillsets will build a much more advanced workforce, which will benefit the company in the long run. There are a number of ways you can support employee development: individual coaching, workshops, courses, seminars, shadowing or mentoring, or even just increasing their responsibilities. Offering these opportunities will give employees additional skills that allow them to improve their efficiency and productivity.

6. Hire older worker:

Below are some reasons why hiring older workers can help to maintain a reliable, dedicated workforce and provide a significant cost savings for both the short and long term.

Fig.1: Benefits of hiring older workers



Real life Examples:

Companies like Apple, Netflix, Google, and Dell are 40% more productive than the average company, according to research from the leadership consulting firm Bain & Company. You might think that it's because these companies attract top-tier employees--high performers who are naturally gifted at productivity--but that's not the case, says Bain & Company partner Michael Mankins.

"Our research found that these companies have 16% star players, while other companies have 15%," he says. "They start with about the same mix of star players, but they are able to produce dramatically more output."

It's what they do with these high performers. Executives from large companies across 12 industry sectors worldwide said three components of human capital impact productivity more than anything else: time, talent, and energy. And the top quartile organized its business processes in a way that they're 40% more productive than the rest and consequently have profit margins that are 30%-50% higher than industry averages.

Quality employees is as important to a business's success as it is hard to acquire. With a quality workforce, even a business with a limited number of resources can compete favourably with the biggest companies. In short, labour can make or break a business.

While the number of tertiary students in India is on the rise, which according to The Human Resource Development Ministry has increased by 800,000 in 2018-19 over the previous year, bringing the absolute number of such students to 37.4 million, there is shortage of qualified personnel. The number of universities is also increasing from 903 in 2017-18 to 993 in 2018-19 and the total number of higher education institutions from 49 964 to 51 649 over the same period, the overall enrollment ratio is growing from 25.8 to 26.3, that is the percentage of students receiving higher education from the total population in the 18–23 age group.

At the same time, according to the Indian NDTV television channel, the share of the literate population in India is only 77.7%, while in rural areas the literacy rate is 73.5%, and in urban areas - 87.7%. Such data were obtained as a result of the National Statistical Office's sociological survey. During the study, conducted from July 2017 to June 2018, 64,519 rural households and 49,238 urban households were interviewed. The most literate population lives in Kerala - 96.2%. The lowest literacy rate is in Andhra Pradesh at 66.4%. The literacy rate among men and women in India differs - 84.7% and 70.3%, respectively. However, in some states the gap is even more significant. Thus, in the state of Rajasthan, 80.8% of men are literate, while the share of literate women is 57.6%.

Moreover, only 4% of rural households and 23% of urban households have computers. Only 24% in rural areas and 56% in urban areas in ages of 15 and 29 have the opportunity to use a computer. Almost 35% of people aged 15-29 have access to the Internet.

Like every other business asset, quality employees can be expensive. Couple this with the ever changing employees needs of a typical business and you have a problem; maintaining an optimum workforce at all times while keeping the employees bill at a minimum.

There are two main reasons why employees need keep fluctuating. These are:

- Employee Absences. Sometimes workers miss work for extended periods due to illness, annual and maternity leaves. Their absence creates a labour shortfall that needs to be plugged, requiring the hiring of new employees.
- Fluctuating workloads. Demand for products is always fluctuating; sometimes it's low, other times it's high. When demand is high, additional employees are required to help increase production capacity.

Conclusion

The Quality employees are a highly valuable resource to the business, so it's important to always treat them with respect. One way is to show them the appreciation with monetary and non-monetary reward programs. But another effective way to motivate each employee and show him that the company values his thoughts and presence is to directly involve him in the success of the company.

1. A Healthy Workforce is a Productive Workforce:

Employee benefits provide the workforce with tools to remain healthy and productive. This is an advantage for the business and employees.

For example, providing employees access to quality healthcare, and contributing to the cost, removes a big financial burden for employees and their families. Offering health benefits can also lead to fewer sick days and unplanned absenteeism. These are measurable returns on the business investment.

2. A Foundation for Growth:

A final advantage of employee benefits is they set the foundation to scale and grow, which is more accessible in urban areas [10]. As to begin to hire more employees, having a unique and attractive employee benefits package helps the business attract, hire, and keep the best employees.

For most businesses, there comes a time when it is more expensive not to offer employee benefits than to offer them. Once the business reaches this tipping point, the advantages such as recruiting, retention, cost-savings, and positive culture become important ingredients for business growth and success.

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