A STUDY ON QUALIFICATION ELIGIBILITY REQUIRED FOR THE ROLE OF LEADERS IN BPO INDUSTRY IN CHENNAI

N. Manju Priyadharshini,
M.Com., M.Phil.,
Research Scholar (Reg No: 19212101012002),
Kamaraj College (Affiliated to Manonmaniam Sundaranar University, Tirunelveli),
Thoothukudi.

Dr. A. M. Tony Melwyn,
M.Com., M.Phil., Ph.D., M.F.M.,
Associate Professor and Director of Self Financing Courses,
Kamaraj College (Affiliated to Manonmaniam Sundaranar University, Tirunelveli),
Thoothukudi.

Abstract

The term BPO refers to Business Process Outsourcing and it is a well-known word in the business world. From the last decade, Chennai has seen the rise of numerous BPO companies supporting the work of different companies across world. As the outsourcing jobs have grown up, it has resulted in the generation of new kind of roles in BPO industry. With the changing trend, employees are ready to work in different shifts to suit to the needs of a company. This has resulted in huge increase of outsourcing work being done out of Chennai. Many graduates, professionals are willing to work in any shifts and companies have started to operate 24/7 with a large number of employees being deployed under different departments. So, teamwork and people management skills would play an important role in getting the work completed by employees. The BPO companies equip themselves to handle a wide variety of outsourcing jobs like documentation, telemarketing, technical support, customer service, by forming small teams or units. For teams to perform effectively, a team leader will play an important role in supporting and guiding the peer employees. The leaders are either formed or developed over a period of time with their experience and expertise. They play an important role towards the success of an organization.

The eligibility for employees to get promoted to leadership role depends on the categories like qualification, experience, communication, challenges and opportunities that they face in their role. The objective of this paper is to analyze the eligibility criteria of leaders in BPO sector as per their role and responsibilities. The sample size of this study is taken as 50 respondents from different BPO companies whose data were collected through interview schedule. The study will help to give a better picture of the current scenario prevailing in the BPO sector in Chennai.

Keywords: Outsourcing, leaders, business, teamwork, eligibility

INTRODUCTION

The Business Process Outsourcing (BPO) has seen tremendous growth and is growing multifold over the period of time. The regular works like documentation, customer support, telemarketing, technical support are being outsourced by organizations to save cost and time. By outsourcing their transactional work, they can focus on their key areas of expertise like

980

innovation, problem solving and ideation. In the BPO company, to complete a transactional activity, employees have to collaborate and execute their designated tasks. So, usually BPOs will have many sub-teams to share and handle their outsourcing work. This avoids confusion and helps in effectively executing their tasks. And every team would require a process/people leader who will lead the project in meeting their targets consistently. For teams to perform to their expectations, it is important for a leader to play the supporting role in guiding and giving directions to their peer employees. In the current scenario, there is a huge demand for leaders in BPO industry and they play a pivotal role for the success of any organization. The leaders are either formed or developed over a period of time by the activities that they perform in their teams. They are the pillars and primary contributors to the success of a BPO company.

OBJECTIVES OF THE STUDY

This study on leader's eligibility in BPO sector has been carried out with the following objectives:

- To analyze the eligibility criteria of leaders in BPO sector as per their role and responsibilities
- To understand the relationship between various categories and the leadership position of employees in BPO companies

SCOPE OF THE STUDY

This study has been carried out specifically on the leadership responsibilities of employees in a BPO company. The sample respondents for this study are the executives of BPO companies specializing in telemarketing, technical support and customer support in Chennai city.

The findings of the study may be useful in analyzing the basic requirements for a leadership role and can give clarity to companies about the emerging leaders in their work pool.

METHODOLOGY

The primary data were collected using the interview schedule and questionnaire which was designed to understand the qualification eligibility required for leadership role.

The secondary data had been collected from websites, journal, etc.

SAMPLE FOR THE STUDY

BPO sector employees/executives numbering to 50 have been taken as the sample size for this study. The selection of the executives/employees has been chosen according to the methodology. The data was analyzed using the stratified sampling method.

TOOLS FOR ANALYSIS

Regression test has been used to analyze this study. This tool is helpful to identify the relationship between two or more interval/ratio variables.

LIMITATIONS

This study deals only with the eligibility criteria of leaders in BPO sector and does not cover any other sector.

The constraint of limited timeframe has forced the scholar to restrict the size of the sample to only 50. The findings may not be highly accurate, if generalized for the BPO sector.

ANALYSIS CHAPTER

INTRODUCTION

The concepts of leader's qualification required for their role, the data collected with the help of questionnaire/interview schedule have been subjected to a critical interpretation and analysis in this chapter. The interpretation and analysis have been carried out by assessing the different criteria like age, qualification, experience, skills, promotion, training, target, etc. The method of sampling was stratified and the respondents (employees/executives) were selected at random on the basis of their BPO sector.

TABLE 1.1

General profile of the respondents

Factors	Classification	No. of respondents	Percentage (%)
Age (years)	Below 25	11	22
	25-30	30	60
	31-35	7	14
	36-40	-	-
	Above 40	2	4
	Total	**50**	**100**
Gender	Male	23	46
	Female	27	54
	Total	**50**	**100**
Educational qualification	Higher sec level	1	2
	Graduate	20	40
	Post-graduate	15	30
	Professionals	14	28
	Diploma	-	-
	Others	-	**-**
	Total	**50**	**100**
Professional	Engineering	27	54
	MCA	7	14
	MBA	16	32
	Others	-	-
	Total	**50**	**100**
Salary (per annum)	Below Rs. 2,50,000	9	18
	Rs. 2,50,001-3,50,000	14	28
	Rs. 3,50,001-4,50,000	15	30
	Above 4,50,001	12	24
Type of family	Nuclear	32	64
	Joint	18	36
	Total	**50**	**100**
Marital status	Unmarried	33	66
	Married	17	34

982

		50	100
	Total	**50**	**100**
Experience	Up to 5 years	31	62
	5-10 years	9	18
	10-15 years	6	12
	Above 15 years	4	8
	Total	**50**	**100**

Source: Field Data

It is inferred from the Table 1.1 that a majority of respondents (54%) belong to female category and the remaining respondents (46%) belong to male category. It is also visible that the majority of respondents (60%) fall under the younger age group of 25-30 years. In addition to that 40% of the respondents have qualification of undergraduate level, 30% of the respondents are post-graduate level and 28% have the qualification of professional degree. Under professionals, majority of the respondents (54%) belong to engineering. The range of respondents' salary had a variation and majority of them were falling under the category of Rs. 3,50,000 to Rs. 4,50,000. With regards to marital status, there is major difference in the percentage and 33% of respondents were unmarried. In the experience, we could clearly note that most of the respondents (31%) were having an experience up to 5 years.

TABLE 1.2

Linear regression analysis - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.184[a]	.034	.014	.495

a. Predictors: (Constant), Age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.411	1	.411	1.674	.202[b]
	Residual	11.769	48	.245		
	Total	12.180	49			

a. Dependent Variable: Overall achieving target
b. Predictors: (Constant), Age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.362	.183		7.462	.000
	Age	.107	.083	.184	1.294	.202

Source: Field Data

Research hypothesis

H_1: There is a significant relationship between the age of respondents and their overall perception about achieving targets from leadership role

Null hypothesis

H_0: There is no significant relationship between the age of respondents and their overall perception about achieving targets from leadership role

983

Statistical test

Linear regression analysis was used to test the above hypothesis

It is ascertained from the Table 1.2 that there is no significant relationship between the age of the respondents and their overall perception about achieving targets from leadership role. Hence the calculated value is greater than the table value (P>0.05). So, the research hypothesis is rejected and null hypothesis is accepted.

FINDINGS

- Gender-wise classification: majority of the respondents (54%) belong to female category
- Majority of the respondents (40%) have obtained their leadership role based on experience
- Main skills required to move to the leadership role was chosen as people management skills by majority of the respondents (70%)
- Majority of the respondents (36%) have attended training to improve their people management skills
- There is no significant relationship between the age of respondents and their overall perception about achieving targets from leadership role

CONCLUSION

It is clear to conclude that the qualification eligibility required for the role of leaders in BPO industry depend on the categories like qualification, experience, promotion, training etc. It is evident that experience and the training that the employees receive help them to move to the leadership role or to next level from their current position. Moving to leadership role equip them to handle the different responsibilities and help to progress in their career. It is heartening to note that there is no gender variation in the leadership role and female employees are growing in numbers in the leadership level. Overall, with experience and expertise, the leaders will improve their own performance, identify and develop the hidden skills of their team members as well

BIBLIOGRAPHY

BOOKS:

1. Halan Y.C., Managing Leadership, Sterling Publishers Pvt. Ltd, UK, (2008)
2. Jerry W. Koehler, Karl W.E Anatol and Ronald L.Applbaum., Organizational Communication Behavioral Perspectives, Holt, Rinehart and Winston, London, (1981)
3. Managing Teams Omnibus, Management Pocket Books, New Delhi, (2008)