

Sustainable service sector & Human Resource Accounting _An analytical approach of Engineering colleges.

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Abstract - Effective Employee with the efficiency in the today market has its importance which is growing on due to both of its contribution towards profitability and value addition to the brand image for the organisation whereas it should be measured for the clear cut distinction among the employees ready to meet the future requirement of the organization with the proper utilization of the potentiality of the employees. Many tools are available for the measurement where as Human resource accounting may be taken into account with implementation & previous result which reveals the measurement of comparison between the investment made by the organization towards its employees and collection of output from the same employee. Here the author has the objective to study the key role of Human Resource towards the organizational profitability with its value addition towards the society and to find out the various contributions and aspects of human Resource Accounting in service sector in general and academic discipline particular .This study is progress with the no of engineering colleges at Bhubaneswar the capital city of Odisha with the help of questionnaires distribution and opinion collection from the faculties and management employees to get the result of presence of human resource Accounting and its impact upon the organization which is derived here with the help of certain statistical tools. Questionnaire is taken to collect the opinion of the faculties and management of the colleges and analysed to find out the result with the help of statistical tool, chi –square test. (Key Words: Human Resource Accounting (HRA), Investment, Academic Institutions, Service sector output, profitability)

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Introduction

Human resource the important factor of production is a non - depreciable one has the need of effective and efficient utilization of skill, knowledge and ability of all the people of the organization. Various experts have done the research to measure the value of the human resource and with the findings of various methods and tools where as Human resource accounting is a vital among them with its fruitful result and implication in various sectors. This tool measure the cost and value of people to organization whereas cost involves the recruitment , selection process , training development charges with revenue through retention self-motivated employee, brand image development and market share growth of a company. Now the private engineering colleges are with the challenge for the retention of the faculties to find out the reason and with its eradication , the researcher has gone for the implication of Human Resource Management tool to study and measure the cost and value of the faculties of number of engineering college with the help of questionnaire to get the opinion with the interpretation to arrive at a decision about employee effectiveness and efficiency and the college growth with the help of the statistical tool SPSS.

Literature review:

Researcher has the problem with her to make and develop a solution towards the current challenging situation that is the retention of the effective and efficient faculty which may create a brand image for the organization with motivation and creates the eagerness among the author to develop the solution towards the current problem with the help of the research. This research is an investigation about the available resource and data availability in this field with the number of literature review and paves the way to develop the current research with the idea and concept of Human Resource Accounting which was already led many research scholars to do the research and strengthen literature which are taken here by the researcher to find out and develop the research gap and objective. American Accounting Association has defined, “Human Resource Accounting is the process of identifying & measuring the data about human resources and communicating this information to interested parties. Edward lawler (1992),” Human Resource from investment perspective as to be competitive, organization in many industries must have highly skilled knowledgeable workers. They must also have a relatively stable labour force since employee turnover works directly against obtaining the kind of coordination and organizational learning that leads to fast response and high quality products & services.

Lev & Schwartz (2001) Flanholtzel et.al (2002) with the research and has the findings that the cost and value of the human resources of the organization are not recorded but capitalized with the report of reduction of the net income of the company with the measurement difficulties.

Haiming chen & KuJun lin (2004) had with the research report that many companies are taking the advantage with the help of human capital in the competitive world.

Afiouni (2007) in his research report suggested about the integrated function of both the available capital, human capital resource for the establishment of an effective management system where as Human capital resources include training, experience, judgement, intelligence, relationships & insight of individual managers with workers in a firm.

Bullen (2007), had done the research on the field of Human resource accounting and have the findings that HRA helps the management in the field of internal decision making. This research is with the argument that measuring the cost towards the employee calculation will help the evaluator to find out the potentiality and present skill dissatisfaction and satisfaction with a clear cut attention and supervision by the organization authority. More attention employee perspective may help to grow and to find out the solution towards employee dissatisfaction and strength enhancement of employee retention.

Brunet, Flamholtz and pyle (2009) with their research and publication had emphasised upon the crucial role of Human Resource Accounting which is a tool to increase managerial effectiveness in the acquisition, development, allocation, maintenance and utilization of its human resources”.

Lidert (2011) with research on Human Resource Accounting method has clearly emphasized upon the importance of this method because it can measure the economic value of the human capital and human organization as whole at a time for a better decision making in the field of forecasting and planning.

Objective of the Study

- To find out the conceptual human resource accounting in different academic institutions
- To ascertain the impact of the human resource accounting upon the productivity of the faculty.
- To test the effect of efficient faculty on the good will of the institution.

Methodology of the Study

Here the researcher had gone for the collection of the various secondary sources to collect the previous research in this field with their findings, which helped the author to develop a structured questionnaire. The structure questionnaire helps to collect the primary data with its distribution and collection of the result.

Scope of the Study`

Availability of the number of engineering colleges in Bhubaneswar helps the researcher to go for study & evaluation of the application of Human resource accounting for the faculties in Bhubaneswar.

Sample

300 respondents’ with 152 male and 148 female faculties’ filled questionnaires are collected through random sampling method which is with their responses through the 5 point scale of likert.

Hypothesis to be tested: Objective analysis has developed the assumptions which are in the format of proved / tested.

H_0 : HRA will not have positive impact upon the faculty proficiency.

H_1 = HRA will have positive impact upon the faculty proficiency.

H_{01} = Faculty proficiency will not affect organization good will and effectiveness.

H_{11} = Faculty proficiency will affect organization good will and effectiveness.

Discussion & Interpretation:

Review report of the literature finds the factors and develops the objective and hypothesis of the study with a source towards the structured questionnaire development for this research. Here the researcher has taken certain variables like infrastructural effectiveness, faculty proficiency, administrative support, reputation earned to make the testing of the organizational effectiveness whereas the Human resource revenue or accounting can be calculated with the help of factors like producing asset, asset without depreciation, quality maintenance, course and fee structure, administrative support, reputation earned whereas productivity of teaching faculty with Human Resource revenue is calculated though the factors producing asset, contribution to the development of society, asset without depreciation, quality of maintenance / services. Finally the relationship between good will of the organization through Human resource Accounting is tested through the chi square test.

Table – 1 (Factors for an effective Organization and accountability of human resource with its rating in likert scale)

Particulars	N	Mean	Std. Deviation	Std. Error Mean	t- test	Sig. (2-tailed)
Infrastructure	97	3.31	1.044	.106	31.206	.000
Faculty Proficiency	97	4.40	1.037	.105	41.791	.000
Course & Fee structure	97	3.32	1.271	.129	25.722	.000
Administrative support	97	2.75	1.146	.116	23.658	.000
Reputation earned	97	2.41	1.106	.112	21.475	.000

(Source: Own compilation)

Table – 1 depicts the various factors responsible for an effective organization with their statistical report which is developed with the help of the collected questionnaires rating by the participant. Here the likert scales maximum value is 5 and minimum value is taken as 1. After going through the mean value, it is observed that the faculty proficiency is an important crucial factor for the growth and development of the organization as It has its maximum mean value score 4.40 which is validated with the its t score value which is 47. 791 in.000 significance level. This factor I preceded by the other factors infrastructure rating in the second position with the mean value -3.31 & t- test value 31.206 with the significance level .000, course fee in this rating got the third rank with its mean value 3.32 and t- test value as – 25.722 in 0.00 significance level .Administration’s support is in the 4th rank with its mean value - 2.75 and t- test score 23.658 in 0.000 significance level where as reputation earned has its less importance with its mean value-2.41 and test value as- 21.475 in 0.000 significance value.

Table – 2 (Factors responsible for effective teacher)

Particulars	N	Mean	Std deviation	t- test	2 tailed significance
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Asset	96	3.82	1.361	27.520	.000
Contribution to the society development	96	4.36	1.097	38.997	.000
Asset does not depreciate	96	3.75	1.248	29.437	.000
Quality of product	96	3.04	1.085	27.468	.000

(Source: Own compilation)

Table – 2 shows the various factors, those are collected from the literature to test effectiveness of the teacher with its rating score which is given by the participants. By taking the rating score with its mean value and test score, first priority was given to contribution towards the society development where as its mean value is 4.36 and t test value is 38.997, value production/asset has its second position with mean value 3.82 and t- test score 27.520 whereas the mean value 3.75 -- & t- test score 29.437 of asset without depreciation lead this factor to 3rd position and mean score 3.04 and t- test score 27.468 made the quality service factor as the fourth rank . After the analysis it is cleared that effective teacher or proficiency of the teacher is important is contributed with the growth of the contribution of the teacher towards h society .

Table – 3 (statistics for organization effectiveness and accountability of human resource)

Particulars	Observed	Expectations	Residual	Chi square	Degree of freedom	Significance
Not agree	5	19.4	-14.4	134.186	4	.000
Less agree	1	19.4	-18.4			
Agree	7	19.4	-12.4			
More agree	21	19.4	1.6			
Strongly agree	63	19.4	43.6			
Total	97					

(Source: Own compilation)

Table -3 represents the opinion regarding the factors responsible for organization effectiveness and with the chi-square value of 45.39; probability value is $P \leq 0.5$ is significant at 4 degree of freedom showing that there is significant difference in expected & observed frequencies. Here the test statistics rejecting H_0 hypothesis and accepting the H_1 hypothesis means HRA has strong relation with faculty proficiency and its introduction and implementation is enhancing the proficiency also.

Table – 4 (Indication of the growth of good will of the organisation)

Particulars	Observed	Expectations	Residual	Chi square	Degree of freedom	Significance
Not agree	2	19.2	-17.2	150.771	4	.000
Less agree	8	19.2	-11.2			
Agree	10	19.2	-9.2			
More agree	9	19.2	-10.2			
Strongly agree	67	19.2	47.8			
Total	96					

(Source: Own compilation)

The above table represents the good -will growth of the institution. Here 67 respondents have strongly agreed to this and 10 respondents disagree & less agrees. The table shows the chi square value of 150.771(d.f = 4 , N =83 , $p \leq 0.5$)is significant at 4 degrees of freedom showing that there is significant difference in expected and observed frequencies . This report is also rejecting the Null hypothesis and accepting the alternative Hypothesis. It means, effectiveness and accountability of human resource has its significant effect on the good will of the organization,

Conclusion

Discussion and Interpretation was held by the researcher through the collected questionnaires where five factors like infrastructure of the organization , faculty proficiency ,course and fee structure ,administrative support , previous reputation earned that organization is taken into consideration for its valuation by the sample respondent and its interpretation gives the result that faculty proficiency is the honourable factor or the growth and development of one branded organization . second interpretation was held to find out the most eligible factor for the development of an effective teacher whereas the factor are faculty as an asset for an organization, contribution to the society for the development, asset without depreciation, faculty as a quality of product, after the statistical report analysis , it is strengthen with the help of the factor contribution to the society development. Third part of this research is about the role of human resource accounting for the brand image creation and growth of effectiveness of organization which has proved with the conclusion that faulty proficiency is the most important factor for quality production, good will growth and sustainability of the organization in academic organization which has to be measured with a an effective tool . .Today’s globalised competitive world may be a way of success for academic institutions with the introduction, implementation& evaluation of Human resource accounting tools.

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