Chapter - III

RESEARCH METHODOLOGY AND RESEARCH DESIGN

Present survey is based on the empirical survey in the Bangalore industrial area regarding pharmaceutical employee’s culture and behavior related to productivity. In the present study four Companies were randomly selected from four Industrial area and samples were taken as follows.

<table>
<thead>
<tr>
<th>SL NO</th>
<th>INDUSTRIAL AREA</th>
<th>COMPANY</th>
<th>DEPARTMENT</th>
<th>MANAGERS</th>
<th>EXECUTIVES</th>
<th>OPERATORS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ATTIJELE</td>
<td>LAKE CHEMICALS</td>
<td>PDN, Q. C, Q. A, MTN</td>
<td>25</td>
<td>50</td>
<td>50</td>
<td>125</td>
</tr>
<tr>
<td>2</td>
<td>BOMMASANDRA</td>
<td>BALL PHARMA</td>
<td>PDN, Q. C, Q. A, MTN</td>
<td>25</td>
<td>50</td>
<td>50</td>
<td>125</td>
</tr>
<tr>
<td>3</td>
<td>JIGANI</td>
<td>CIPLA</td>
<td>PDN, Q. C, Q. A, MTN</td>
<td>25</td>
<td>50</td>
<td>50</td>
<td>125</td>
</tr>
<tr>
<td>4</td>
<td>PEENYA</td>
<td>HIMALAYAN DRUGS</td>
<td>PDN, Q. C, Q. A, MTN</td>
<td>25</td>
<td>50</td>
<td>50</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td>100</td>
<td>200</td>
<td>200</td>
<td>500</td>
</tr>
</tbody>
</table>

PDN- PRODUCTION, Q, C- QUALITY CONTROL, Q. A- QUALITY ASSURANCE, MTN-MENTAINANCE

Total no. Of Respondents ------ 500

Scope and Need for the Research Study

Present study Covers Different aspects of employee behavior and culture related to productivity in the Bangalore pharmaceutical industries. Today H. R managers are struggling to manage their employee behavior and culture, as the pharma industry requires highly skilled employees to keep up their Research and development and their sound competitiveness in the market, it’s one of the biggest challenges for the pharma companies to get a well cultured and expert
competitive human resource. Pharma companies looking at newer ways to attract employees,
3.1. Problem statement of the study Area

Impact of employee culture and behavior on productivity of the pharmaceutical Employees

3.1.2-Objectives

1. To study whether Employee culture and behavior is related to their productivity in the pharmaceutical organization or not.

2. Evaluation of management strategies starting from employee recruitment - exit formalities in pharmaceutical industries

3. To develop a database on different social and economical stratum of pharmaceutical employees

4. Development of work culture in pharmaceutical companies related to employees,

5. Effective analysis of available information in relation with cultural, social, economical strata’s v/s different skill set of the employees


3.1.3-Hypothesis

1. Ho: There is a positive Relationship between employee culture and behavior on organization productivity in pharmaceutical industries of Bangalore

2. Retention of Employees in pharmaceutical industries of Bangalore.
3. 1. 4-Sample selection

The study covered a total number of 500 employees response as a sample from four industrial areas of Bangalore for this study. The database is based both on primary and secondary sources. Primary data are collected from the respondents and Personal interviews were held with the employees, Information was collected through one set of questionnaires it was finalized after a pilot study of selected places in the area. The questions are structured to obtain precise and relevant responses on the various aspects relating to the culture and behavior in relation to the productivity of the pharmaceutical industries. Secondary data have been obtained from the relevant publications like the World Health Organization, International Labor Organization and other authentic sources.

3. 1. 5-Data analysis

Data collected from the primary sources have been compiled and processed and the same have been presented in properly devised tables for proper analysis and interpretation. Statistical tools like mean and standard deviation, percentages and other techniques like Chi square and ANOVA have been used for deriving precise inferences. Frequency tables have been used in some relevant contexts. Charts and graphical representations have been made in suitable contexts to highlight significant trends.

3. 1. 6-Research Design

The research design, implemented in four Industrial areas of Bangalore (Attibele, Bommasandra, Jigani, and Peenya Industrial Areas Respondents were from R&D, Production, Quality Control, Quality assurance, and maintenance department of working teams from four firms, has been selected for observation.
3. 1. 7-Profile of The study Area

Bangalore is also known as Bangalore (Kannada: ಬೆಂಗಾಳೂರು, Bengāḷūru) the capital of the Indian state of Karnataka. Bangalore is nicknamed the Garden City and was once called a pensioner's paradise. Located on the Deccan Plateau in the southeastern part of Karnataka, Bangalore is India's third most populous city and fifth-most populous urban agglomeration. Bangalore was inducted in the list of global cities and ranked as a "Beta World City" alongside cities such as Dallas, Miami, Boston, Kuwait City, Lima, and Munich in the studies performed by the Globalization and World Cities Study Group and Network in

Attibele Industrial Area

Audible (Kannada is a border and Panchayat town in Anekal Taluk, Bangalore Urban district in the Indian state of Karnataka, India. The Karnataka - Tamil Nadu border is situated here, which is marked by an arch. It is 35 km from Bangalore and 5 km from Hosur on NH 7. Kannada, Telugu and Tamil are the commonly used languages here.

The town is well connected by both BMTC buses (Routes 360 and 360B with a 10 minute frequency) from Bangalore and TNSTC town buses (Routes 6A, 6B, 41, 42, 35, 35A, 10 with a 5 minute frequency) from Hosur, as well as many private buses from both the cities.

Audible is home for most manufacturing and textile industries. Automobile giants of India, TVS Motors and Ashok Leyland are very near to this
town. Attibele is an industrial hub too. Attibele industrial area encompasses other villages in the vicinity such as Yadavanahalli, Ichangur, Balagaranahalli and Neralur.

We market a telephone numbers database that consolidates information of Attibele, Bommasandra, Jigani, and Veerasandra Industrial Areas covering over 629 companies. The Attibele portion of the database covers 76 companies.

**Jigani Industrial Area**

Jigani has a well established Jigani industrial area which is very near to Electronics City in Bangalore. There are 212 companies listed in Jigani.

**Peenya Industrial Area**

Peenya is considered to be one of the largest industrial areas in Asia. It lies on Bangalore - Mangalore Highway and houses small, medium, and large scale industries. The industrial area is known for engineering, electrical goods such as: transformers, motors and generators, textile (silk), hydraulics and machine tool industries. The industrial area was established in the late 1970s.

**Bommasandra Industrial Area**

The Bommasandra Industrial Area is located on the Bangalore-Hosur Road, about 21 kilometers from Bangalore City. It has been developed on more that 2000 acres of land and consists of a large number of industries (tine/small/medium size and large. ) This spread through three village Panchayat limits.

We market a telephone numbers database that consolidates information of Attibele, Bommasandra, Jigani, and Veerasandra Industrial Areas covering over
629 companies. The Bommasandra portion of the database covers around 340 companies