ABSTRACT

Management of Human Resources and Knowledge Assets has a very significant role in healthcare organizations irrespective of their size and mission. The quality of the health care organizations mainly depends on the quality of human resources. The healthcare sector always seeks to improve the quality of services through proper management of knowledge in order to acquire the patient’s satisfaction with the healing process. Managing the knowledge assets of an organization is of prime importance for the Ayurveda industry to develop, sustain and withstand the challenges in the modern competitive world. The immensely rich knowledge in Ayurveda can be best utilised for human well-being if Ayurveda practicing organizations adopt better Human Resource Management practices. Hence the present study on “Management of Human Resources and Knowledge Assets in Ayurvedic industry in Kerala” is intended to identify how far the practices of Human Resource Management and Knowledge Asset Management are prevalent and influence Ayurvedic organizations in Kerala.

The study is both analytical and descriptive in nature, based on primary and secondary data. The primary data were collected from 375 Ayurveda medical practitioners selected by Multi Stage Random Sampling Procedure. The study report is presented in six chapters. In this study, an attempt was made to examine the existing practices of human resource management and knowledge asset management as well as their impact on the performance of organisation from the perspectives of Ayurveda medical practitioners, because of the fact that most of the Ayurveda organisations are owned and managed by the Ayurveda medical practitioners. For the purpose of analysis, multivariate statistical tools like ANOVA, MANOVA, Spearman's Rank Correlation, Factor Analysis, Chi-Square Test and Multiple Regression were used.

From the result, it was evident that the Ayurveda industry in Kerala has rich human resource potential to face the challenges in the years to come. From the analysis, it is apparent that present HR practices are not significant predictors of appraisal of Ayurveda Medical practitioners and it is not the significant variable influencing their performance, while knowledge asset management practices have a significant effect on the organizational performance of Ayurveda Industry in Kerala. At the same time HR practices have a significant effect on Knowledge Management Practices of Ayurveda industry in Kerala.