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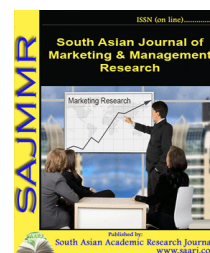
VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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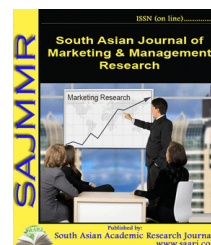


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ONLINE MODULE TECHNOLOGIES OF INNOVATIVE EDUCATION TECHNOLOGIES OF EDUCATIONAL INSTITUTIONS OF PEDAGOGICAL EDUCATION PROGRAMS

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ABSTRACT

In this article, you will be able to effectively use online modular technology to enhance the professional development of preschool teachers based on innovative educational technologies, retraining and advanced training of managers and specialists of preschool educational institutions in the context of modernization of education (MTMPIIXMO) and their pedagogical and professional competence, potential and Defining modern pedagogical conditions for the level and quality of creativity; Defining ways to improve the effectiveness of innovative and didactic system of professional competence of executives and teachers in the information education environment, improvement of organizational methods and monitoring of educational process based on innovative technologies, content of education based on state content and quality of training and retraining of teachers. Ideas related to improvement are described in scientific theoretical terms. The article also examines the legal framework for reforming preschool educational institutions. It is positive that the textbooks and teaching aids are available in print and electronic form, making them easy, accessible and interesting for the audience by adding various multimedia applications to the electronic textbook. In addition, the distance learning system has elements such as forums, chat, and e-mail, so that students can interact with their classmates on specific issues, interact with science teachers, and get satisfactory answers to their teachers without waiting for the lecture.

KEYWORDS: *Leadership and pedagogical staff, innovative education, education, creative approach, science, professional development, pedagogy, modernization, continuous education system, preschool education, society, online modular technology, reform, education, upbringing, healthy gene pool, social environment, computer programs.*

INTRODUCTION

Special attention paid to pre-school education in the country in recent years and a number of documents adopted in this direction have allowed creating a legal framework for professional development of teachers. In the Decree of the President of the Republic of Uzbekistan "On Measures to Further Improve the System of Preschool Education in 2017-2021" improvement of curricula and programs of training and advanced training of teachers in preschool educational institutions, taking into account modern pedagogical technologies and methods; introduction of modern educational programs and technologies in the educational process, comprehensive intellectual, moral, aesthetic and physical development of children. Is given in the form of continuing education in the school system of primary and recognized as a sign of particular importance in carrying out the tasks that need to pay attention to.

Creating an online modular technology to improve the MTMPIIXMO system allows taking into account the competence of teachers, the state and society order, focused on the effectiveness of their activities, their personal, professional needs and training. Through the introduction of online modular technology, it is possible to effectively use best practices, to enhance the self-development of the teacher, to enhance self-education, as well as to maximize professional development, and to the use of innovative educational technologies.

It should be noted that the effectiveness of training in the system of advanced training based on innovative pedagogical technologies is achieved through the practical solution of the following tasks:

- Formation of an innovative educational process that takes into account the critical analysis of the activities of the trainees, the actual problems, controversies and needs of the trainees in determining the content of education based on the State Curriculum of the "First Step" Preschool ;
- Provision of integration of relevant disciplines, which envisage the purpose, principles, laws, teachings, activation of forms, methods and means of the organization of educational process, as well as innovative educational activities based on the specifics of the training of pedagogical staff of preschool educational institutions. Achieve priority;
- Providing the independence of listeners, the right choice of forms, methods and didactic means of designing, planning and training of technological and educational process, the formation of their motivation, ability to effectively solve pedagogical tasks, situations, to effectively plan the educational process creation of environment;
- Providing a favorable pedagogical and psychological climate for leaders and educators, allowing them to develop self-image, self-expression, mutual development and positive teaching experience;
- Development of skills of designing an individual educational trajectory, enhancing the motivation, mobility and reflexivity of the trainees;
- use of game educational technologies, open borders of formal pedagogical communication, open discussion of mistakes and stimulation of creative activity in order to create favorable conditions for free choice of teachers and preschool teachers; - Increasing attention to meta-competencies related to the effective organization of innovative teaching and administrative activities, the creation of new forms, methods and tools for teaching and training.

In the course of our research, we conclude that it is desirable to focus on the development of metacognitive competence, with the support of the core, private competence of educators to address the professional tasks of MTMPIIXMOs based on innovative educational technologies.

In her research, Mirsolieva explains that “meta” (Greek, “meta” - between, and then) is the transition from certain processes to a new and different process or system. [5;]

N. Muslimov represents the concept of system - the unity of the orderly and interconnected parts, and the environment represents the metadata system of all systems. He explains that he lies outside the realm of the world that is being researched, isolated and at the same time surrounding us. [4;]

In the study of N. Muslimov, the system (the Greek system is a whole, composed of parts, connected together) refers to many elements that form a certain integrity, unity, interdependence and interdependence. If we explain the metacompetence of educators with a systematic approach to improving the content of teaching staff in preschools based on innovative educational technologies, it is a universal holistic typology of social, cognitive, functional competence that provides the effectiveness of professional activities and uses all professional competences. is considered a degree.

In particular, the teacher must design the appropriate requirements and strategies to the extent that the trainees demonstrate their abilities and skills in the learning process. The teacher should help his or her listeners deepen their knowledge, make the right amount and quality of knowledge required for them, and establish a free-creative learning environment to collaborate with listeners to test new knowledge and skills in different contexts and situations. This, in turn, will result from teacher:

- Development and implementation of innovations, pedagogical technologies and didactic provision that promote the effectiveness of teaching on the basis of international experience;
- Free access to high-ranking international scientific-reference databases and publications;
- Implementation of direct, indirect, effective, multi-vector, multi-level MTMPIIXMO systems
- Development and implementation of scientific research to improve the professional skills and pedagogical skills of educators;

As we explore the best practices of using innovative pedagogical technologies to enhance teaching effectiveness based on national and international experience through open information systems, international emphasis is placed on the training, professional development and professional development of educators in developed countries. In our view, it is necessary to create conditions for their qualitative and continuous training in the MTMPIIXMO process, including personal motivation, responsibility-based distance learning, online tutoring, tutorial training, multi-vector learning, independent learning and the introduction of activity-based forms.

According to the literature review and the Internet, in Australian education, employers are increasingly recruiting students who study online and in a mixed education system. One of the main reasons for this is that they are well versed in the use of computer technology and technology, as well as their ability to work and study independently.

As for the mixed education system. In the pedagogical literature, a mixed system of education is a combination of the system of distance learning with traditional education. At the same time, distance learning (e-learning) serves as a supporter of traditional education and enhances its capacity. During the experiment, we were convinced that through a mixed education system, the trainees will be able to access the distance education system, which includes training materials, test systems, online libraries, in all subjects taught during the professional development of preschool teachers. . At the same time, part of the control of trainees' knowledge in a mixed system of education is obtained using online surveillance systems. Another important aspect is that students will have the opportunity to participate in various online projects. At the same time, the system of mixed education gives the students a great opportunity to master the subjects. In this learning process, not only do students have access to science materials online, they can also submit online test controls to determine their academic performance and receive additional information to improve them if they receive low marks. In addition, the distance learning system has elements such as forums, chat, and e-mail, so that students can interact with their classmates on specific issues, interact with science teachers, and get satisfactory answers to their teachers without waiting for the lecture.

In order to make the quality of education effective and interesting in the MTMPIIXMO courses, the educator must be able to demonstrate his professional skills, work hard on it, and develop a motivation for consultation and innovation in the exchange of professional training.

At the same time, it is important to have modern teaching methods, advanced technologies, information and communication tools, research methods, diagnostic methods, the peculiarities of the organization of the educational environment, and the skills of designing, modeling, predicting the educational process. .

The content of training sessions, pedagogical consultations, scientific and methodological observation should be focused not only on obtaining the necessary competencies, but also on the development of cognitive activity of the trainees and the development of ways of interaction with other subjects. It is important to use all the resources and capabilities of the system effectively, to ensure the full mobilization and engagement of the audience, and to take into account the challenges, needs, individual characteristics and levels of competence. [6;]

Continuous professional development of preschool leaders and educators prevails in professional training, motivated by a paradigm of interaction through information exchange, based on solidarity rather than competition, professional and personal growth. Vocational training is carried out gradually under the block-modular principles and incorporates a system of training that uses effective development techniques for organizational, methodological, information-analytical, predictive, diagnostic, and consultative methods [3; Page 34] Pedagogical counseling provides advisory support to the various subjects of education, as well as the organization of scientific and methodological supervision over the activities of the school and its staff [3; 35 pp.].

Moderation is an activity aimed at realizing the internal potential of educators. On the basis of moderation, special technologies are used to facilitate an atmosphere of free communication, exchange of ideas, and reasoning on the internal potential of the employee [3; 35 pp.].

Supervision is based on systematic consultation of educators from experienced, specially trained colleagues who are in constant collaboration with the workplace, who understand, analyze and understand their professional behavior and behavior.

At the same time, the supervisor relies on the experience of the teacher as a facilitator and supervisor, which is formed during the course of designing the course of professional development and professional development. The facilitation system represents the stimulus effect of pedagogical activity on the colleague's activities. It is based on respect for the personalities of the trainees and the right and freedom to choose the content of education. This process involves referring to the life and professional experience of the employee, facilitating the exchange of experience, and encouraging pedagogical skills.

During the experiment, we created and monitored the lecture materials and their presentation slides for distance learning, facilitating an easy and independent learning of the topic, for effective learning process. In the course of the workshop (face-to-face sessions) the participants discussed important and interesting topics of the course using innovative methods, strengthened practical knowledge and exchanged experiences between the participants.

It is positive that the textbooks and teaching aids are available in print and electronic form, making them easy, accessible and interesting for the audience by adding various multimedia applications to the electronic textbook. In fact, in the course of training and retraining, online communication is integrated into the mixed learning system with distance learning, such as chat, forums, e-mail, and it allows the audience to interact and work together. It also teaches you to work online, through personal and group online projects, to analyze data from different sources, as well as to work in small groups, that is, to distribute tasks in a group and to feel responsible for the work. Through such individual and group online projects, the trainees acquire the skills they need to work in a large audience.

By the way, working with listeners on the Internet through personal and group online projects, the names, number and types of centers based on the "First Step" and the Pre-Primary Education Program include the Building and Math Center, Center for Speech, Nature, the World and Literature, Center for Role-Playing and Dramatic Games, Age-Based Plot Games, Art Center, Painting, Applying, Clay, Building and Origami f The Center for Science and Nature has included activities to inform nature and the world. [2]

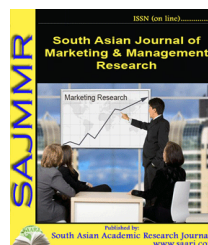
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A STUDY ON EMPLOYEES STRESS ON ORGANIZATION SPECIAL REFERENCE TO TEXTILES LIMITED

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ABSTRACT

The study has been done on Textiles limited, employees has been stressed due to many reason it has been affecting the productivity how for it can be overcome. Stress has been called “the invisible”. It is a disease that may affect you, your organization, and any of the people in it, so you cannot afford to ignore it. Stress is a part of day-to-day living of every individual. The college students may experience stress in meeting the academic demands, people on the job, business men may suffer stress to reach office in time and to complete the projects on time and even the house hole ladies may experience stress in managing the home affairs and to look for the maid servant. The reasons for the stress differ from person to person. The stress people experience should not be necessarily treated as harmful. An optimum amount of stress can always act as an energizer or motivator and propel people to apply the efforts and complete the work. But a high level of stress can be serious threat to the personality trails of the individual and can cause physiological and social problems.

KEYWORDS: Stress, Physiological, Employees, Productivity.

INTRODUCTION

Stress is the "wear and tear" our bodies experience as we adjust to our continually changing environment; it has physical and emotional effects on us and can create positive or negative feelings. Stress in individual is defined as any interference that disturbs a persons' healthy mental and physical well being. It occurs when the body is required to perform beyond its normal range of capabilities.

Stress is the way that you react physically, mentally and emotionally to various conditions, changes and demands in your life. High levels of stress can affect your physical and mental well being and performance.

The results of stress are harmful to individuals, families, society and organizations, which can suffer from "organization stress". Ivancevich and Matteson define stress as individual with the environment.

DEFINING STRESS AT WORK

Change in working practices, such as the introduction of new technology or the alternation of new technology or the alternative of targets, may cause stress, or stress may be built into an organizations' structure. Organizational stress can be measured by absenteeism and quality of work.

ORGANIZATIONAL STRESS

Stress affects as well as the individual within them. An organization with a high level of absenteeism, rapid staff turnover, deteriorating industrial and customer relations, a worsening safety record, or poor-quality control is suffering from organizational stress.

POTENTIAL SOURCES OF STRESS

There are three categories of potential stressors:

- Environmental factor
- Organization factor
- Individual factors

ENVIRONMENTAL FACTORS

Just as environmental uncertainty influences the design of an organization. Changes in business cycle create economic uncertainties.

Political uncertainties

If the political system in a country is implemented in an orderly manner, there would not be any type of stress.

Technological uncertainties

New innovations can make an employee's skills and experiences obsolete in a very short period of time. Technological uncertainty therefore is a third type of environmental factor that can cause stress. Computers, robotics, automation and other forms of technological innovations are threat to many people and cause them stress.

ORGANIZATION FACTORS

There are no storages of factors within the organization that can cause stress; pressures to avoid error or complete tasks in a limited time period. Task demands are factors related to a person's job. They include the design of the individual's job working conditions, and the physical work layout.

Organizational structure defines the level of differentiation in the organization, the degree of rules and regulations, and where decisions are made. Excessive rules and lack of participation in decision that affect an employee are examples of structural variables that might be potential sources of stress.

Organizational leadership represents the managerial style of the organization's senior executive. Some executive officers create a culture characterized by tension, fear, and anxiety. They establish unrealistic pressures to perform in the short-run impose excessively tight controls and routinely fire employees who don't measure up. This creates a fear in their hearts, which lead to stress.

Organizations go through a cycle. They are established; they grow, become mature, and eventually decline. An organization's life stage - i.e. Where it is in four stage cycle-creates different problems and pressures for employees. The establishment and decline stage are particularly stressful.

INDIVIDUAL FACTORS

The typical individual only works about 40 hrs a week. The experience and problems that people encounter in those other 128 non-work hrs each week can spell over to the job.

Family problems

National surveys consistently show that people hold family and discipline, troubles with children are examples of relationship problems that create stress for employee and that aren't at the front door when they arrive at work.

CONSEQUENCES OF STRESS

The effect of stress is closely linked to individual personality. The same level of stress affects different people in different ways & each person has different ways of coping. Recognizing these personality types means that more focused help can be given.

Stress shows itself number of ways. For instance, individual who is experiencing high level of stress may develop high blood pressure, ulcers, irritability, difficulty in making routine decisions, loss of appetite, accident proneness, and the like. These can be subsumed under three categories:

- Individual consequences
- Organizational consequence
- Burnout

Individual consequences

Individual consequences of stress are those, which affect the individual directly. Due to this the organization may suffer directly or indirectly, but it is the individual who has to pay for it.

Individual consequences of stress are broadly divided into behavioral, psychological and medical.

- Behavioral consequences of stress are responses that may harm the person under stress or others. Behaviorally related stress symptoms include changes in productivity, turnover, as well as changes in eating habits, increased smoking or consumption of alcohol, paid speech, and sleep disorders.
- Psychological consequences of stress replace to an individual mental health and well-being from or feeling depressed. Job related stress could cause dissatisfaction, infact it has most psychological effect on the individual and lead to tension, anxiety irritability, and boredom.
- Medical consequences of stress affect a person's well being. According to a research conducted, it revealed that stress could create changes in metabolism, increase heart and breathing rates, increases blood pressure bring out headaches and induce heart attacks.

STATEMENT OF THE PROBLEM

- ❖ The selected topic is "To study the stress level of employees in Textiles Limited, Coimbatore".
- ❖ Stress management starts with an honest assessment of how employees react to stress.
- ❖ It is hard to avoid stress these day with so many competing demand for time and attention. But with good stress management skills, one can cope with stress in a healthy way.
- ❖ The study aims to find problem factors causing stress, the relationship between job condition & level of stress and the strategies adopted by the organization to reduce stress level of employees.

OBJECTIVES OF THE STUDY

- To study the employee's stress management in Textiles ltd.
 - To find out the reasons for stress of the employees.
 - To compare and measure the impact of various determinants of stress affected by the employees.
 - To analyze the strategies used by the organization to reduce stress of workers.
- To offer suggestions to reduce the stress level of employees

STATISTICAL TOOLS

The following are the tools used for the study

1. Percentage analysis
2. Chi- square analysis
3. ANOVA table

SCOPE OF THE STUDY

- ❖ Stress has become significant due to dynamic social factor and the changing needs of lifestyle.
- ❖ Stress can make a person productive and constructive, when it is identified and well managed.
- ❖ Stress refers to individual's reaction to a disturbing factor in the environment.
- ❖ Hence, this study helps the organization to know the factors of stress and to reduce stress in employees.

❖ Since it is a well-known fact that healthy employee is a productive employee.

REVIEW OF LITERATURE

Review of literature paves way for a clear understanding of the areas of research already undertaken and throws a light on the potential areas which are yet to be covered. Keeping this view in mind, an attempt has been made to make a brief survey of the work undertaken on the field of occupational stress

This chapter deals with the review of literature concerned with the subject of the study. Many studies have been conducted. It highlights the occupational stress from different angles. The reviews of some of the important studies are presented below.

1. **Kolt, Gregory S.** in their article titled, 'Eustress, distress, and interpretation in occupational (2003) discussed the meaning assigned to the word 'stress' that has shifted from Selye's original formulation, and that this shift, in conjunction with the use of the Yerkes Dodson Law, leads to inappropriate management of stress in organization. The result revealed that some stress is good. Performance should be rejected in favor of more useful and accurate concepts.
2. **Van Vegchel, Natasja.** In their article titled "Occupational stress in (inter)action: the interplay between job demands and job resources" (2005) they addressed theoretical issues involving different interaction effects between job demands and job resources in an analysis on 471 employees. Results including cross-validation showed that only a multiplicative interaction term yielded consistent results for both the DC model and the ERI model. Theoretical as well as empirical results argue for a multiplicative interaction term to test the DC model and the ERI model.
3. **Ryan, P.** In their book titled, "Occupational stress reduction" (2005) they have attempted to address the issue of work-related stress through whole team training programs, on a background of largely ineffective stress reduction training programs offered to individuals within the workplace. The findings show significant implications to the conceptual, methodological and everyday organizational practice levels of tracking this central issue to the health of the workplace.

DATA ANALYSIS AND INTERPRETATION

AGE OF THE RESPONDENTS * MEDITATION HELPS DO WORK PERFECTLY

Cross tabulation

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.03	12	.001
Likelihood Ratio	23.90	12	.001
Linear-by-Linear Association	2.76	1	.016
N of Valid Cases	120		

INTERPRETATION:

Since the Pearson Chi-square value is .001 which is less than the p value 0.05 at 12 degrees of freedom, we reject the Null hypothesis. Hence we infer there is a significant association between age of respondents and meditation helps do work perfectly

ONE WAY ANOVA

TO FIND THE MEAN DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND IMPACT OF STRESS DETERMINANTS AND STRATEGIES USED BY THE ORGANIZATION

HYPOTHEIS

1. GENDER OF THE RESPONDENTS AND NATURE OF JOB IS A DETERMINANT OF STRESS

H0= There is no mean difference between gender of the respondents and Nature of job is a determinant of stress

H1= There is mean difference between gender of the respondents and Nature of job is a determinant of stress

2. GENDER OF THE RESPONDENTS AND WORK RELATIONSHIPS IS A DETERMINANT OF STRESS

H0= There is no mean difference between gender of the respondents and Work relationships is a determinant of stress

H1= There is mean difference between gender of the respondents and Work relationships is a determinant of stress

3. GENDER OF THE RESPONDENTS AND ORGANIZATION ROLE IS A DETERMINANT OF STRESS

H0= There is no mean difference between gender of the respondents and organization role is a determinant of stress

H1=There is mean difference between gender of the respondents and organization role is a determinant of stress

4. GENDER OF THE RESPONDENTS AND SETTING CLEAR GOALS FOR EMPLOYEES IS A DETERMINANT OF STRESS

H0= There is no mean difference between gender of the respondents and setting clear goals for employees is a determinant of stress

H1=There is mean difference between gender of the respondents and setting clear goals for employees is a determinant of stress

5. GENDER OF THE RESPONDENTS AND OFFERING FLEXIBLE WORK ENVIRONMENT IS A DETERMINANT OF STRESS

H0= There is no mean difference between gender of the respondents and Offering flexible work environment is a determinant of stress

H1=There is mean difference between gender of the respondents and Offering flexible work environment is a determinant of stress

6. GENDER OF THE RESPONDENTS AND DISCOURAGE MULTITASKING IS A DETERMINANT OF STRESS

H₀= There is no mean difference between gender of the respondents and discourage multitasking is a determinant of stress

H₁=There is mean difference between gender of the respondents and discourage multitasking is a determinant of stress

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Nature of job is a determinant of stress	Between Groups	21.570	1	21.570	16.135	.000
	Within Groups	157.755	118	1.337		
	Total	179.325	119			
Work relationship is a determinant of stress	Between Groups	11.261	1	11.261	8.135	.005
	Within Groups	163.331	118	1.384		
	Total	174.592	119			
Organization role is a determinant of stress	Between Groups	1.202	1	1.202	.753	.387
	Within Groups	188.390	118	1.597		
	Total	189.592	119			
Setting clear goals for employees is a determinant of stress	Between Groups	5.889	1	5.889	4.618	.034
	Within Groups	150.477	118	1.275		
	Total	156.367	119			
Offering flexible work environment is a determinant of stress	Between Groups	.000	1	.000	.000	.993
	Within Groups	112.992	118	.958		
	Total	112.992	119			
Discourage multitasking is a determinant of stress	Between Groups	.448	1	.448	.346	.558
	Within Groups	153.018	118	1.297		
	Total	153.467	119			

INTERPRETATION:

GENDER OF THE RESPONDENTS AND NATURE OF JOB IS A DETERMINANT OF STRESS

Since the significance value is 0.000 which is lesser than 0.05, we reject the hypothesis. And we conclude that there is no mean difference between gender of the respondents and Nature of job is a determinant of stress.

GENDER OF THE RESPONDENTS AND WORK RELATIONSHIPS IS A DETERMINANT OF STRESS

Since the significance value is 0.005 which is lesser than 0.05, we reject the null hypothesis. And we conclude that there is no mean difference between gender of the respondents and Work relationships is a determinant of stress.

GENDER OF THE RESPONDENTS AND ORGANIZATION ROLE IS A DETERMINANT OF STRESS

Since the significance value is 0.387 which is greater than 0.05, we accept the hypothesis. And we conclude that there is mean difference between gender of the respondents and organization role is a determinant of stress

GENDER OF THE RESPONDENTS AND SETTING CLEAR GOALS FOR EMPLOYEES IS A DETERMINANT OF STRESS

Since the significance value is 0.034 which is lesser than 0.05, we reject the hypothesis. And we conclude that there is no mean difference between gender of the respondents and Setting clear goals for employees is a determinant of stress.

GENDER OF THE RESPONDENTS AND OFFERING FLEXIBLE WORK ENVIRONMENT IS A DETERMINANT OF STRESS

Since the significance value is 0.993 which is greater than 0.05, we reject the hypothesis. And we conclude that there is mean difference between gender of the respondents and Offering flexible work environment is a determinant of stress.

GENDER OF THE RESPONDENTS AND DISCOURAGE MULTITASKING IS A DETERMINANT OF STRESS

Since the significance value is 0.558 which is greater than 0.05, we reject the hypothesis. And we conclude that there is mean difference between gender of the respondents and discourage multitasking is a determinant of stress.

CONCLUSION

The result and findings of the study clearly exemplifies the fact that an in depth research has been conducted and all the objectives set for the research work has been fully accomplished.

The success of any company will largely depend upon the workers and their satisfaction in the work they do. This study reveals certain factors, which leads to create stress for the employees while done their job in the organization. It is important that the employers should satisfy the workers basic needs and try to avoid stressful situations to the employees and make they feel work in happy infrastructure. At the same time the company can take effective action to satisfy them, which will increase their Performance as well as reduce stress to the workers.

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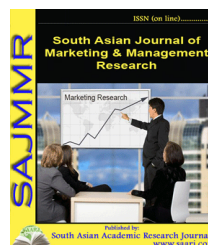
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MANAGER PERCEPTION TOWARDS ADOPTION ON SOCIAL MEDIA MARKETING: WITH SPECIAL REFERENCE OF HOTEL INDUSTRY IN JAFFNA DISTRICT

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ABSTRACT

Social media is an emerging trend in marketing communication in present world, and it has become an important venue for marketers to reach their audiences. In current society utilizing internet has become part of people's everyday life. It enables communication, searching information and running different kinds of businesses. According latest internet penetration Statistics for Sri Lanka (2018) cited, more and more people are spending their free-time on the internet as well and internet users are increase more than compare to last year (2018) in Jaffna. In this regard the rotated components matrix for Factors Affecting the Manager Perception towards adoption on social media marketing with special reference of hotel industry in Jaffna district could be explained that the eigen value for each factor is greater than 1.0 (15.753%, 13.120%, 11.985%, 10.328%, 10.213%, 10.116% and 9.762) which means that each factor can explain more variance than a single variable. The cumulative percentage of variance explains by first factor is 15.753. In other words, more than 81.276% per cent of the common variance shared by 7 factors can be accounted or explained by these 7 factors. Based on the above results, the construct validity is established. This study concentrates on Manager Perception towards adoption on social media marketing with special reference of hotel industry in jaffna district in Sri Lankan Context. This study contributes some ideological facts to the existing literature and practice in nature. Even though, to come to the generalization with the aid of the particular study

findings is complex. This study incorporates only the consumers, who are seeking towards adoption on social media marketing from the Jaffna district.

KEYWORDS: *Manager Perception Adoption, Social Media Marketing, Hotel Industry, Jaffna District.*

INTRODUCTION

Social media is an emerging trend in marketing communication in present world. According to that most of people in country have custom to use social media such as Face book, twitter, LinkedIn, YouTube Wikipedia, Websites and etc. Social media marketing which the mode is of communicate information between people (consumer, supplier, distributors and other involve parties) by using social media as marketing tools. According to that most of people in country have custom to use social media such as Face book, twitter, LinkedIn, YouTube Wikipedia, Websites and etc. Further production and service sector also trend to use the social media marketing as their marketing strategy which is a part of marketing tool. Because of social media, marketing is most speeders than the traditional modes of advertising as consumer can be take the quick feedback by using social media. Social media marketing which the mode is of communicate information between people (consumer, supplier, distributors and other involve parties) by using social media as marketing tools. It is a two way process. Therefore most of production and Service sector adoption to the social media marketing and also it is rapidly growing in Jaffna. In current economy most of industry trend to used social media as their marketing tools related to that in this research conduct with the industrial adoption of social media marketing. Therefore selected the hotel industry because of hotel sector mainly considers the tourism industry in country. Social Networks have a number of benefits such as a better understanding of consumer needs and possibilities for fast and easy collaboration. Also, the social relationships play active roles in the internationalization of firms as they serve as an effective means of generating knowledge about both the geographical and physical markets that the firm may be interested in exploiting. Among the others, social media are used as an effective online tool for customer word of mouth communication and building a community. Social media comprises an array of channels through which interaction between individuals and entities, such as organizations, is facilitated and disseminated.

RESEARCH PROBLEM

Based on researcher's experience and researcher identification, different industry's advertisement and websites sharing across the Face book timeline than the five years ago.

Therefore the researcher's awareness about that different industries new product and also service. Further it could be build the image by clicking that link and sharing information, reviews comment with other parties. According that, researcher recognized social media and social media advertising are the new trend in the market to promote their production and services, and also most of sectors use the social media marketing as their marketing tool. As marketing tools of social media marketing, By Heshan (2014) cited, today social media advertising is considered as one of the best methods of advertising social media marketing has seen a huge hype in the recent years with the growth and popularity of Twitter and Face book advertising in Sri Lanka. Michael (2018), recorded their repot, the markets place very high value on social media as a significant 92% of marketers indicate that social media is important for their business, up from 86% in 2017. According Tourist arrival statistics, indicate the strong revival of tourism in Sri

Lanka following the end of the separatist war. The arrivals have increased by 98 % in 2011, when compared to the situation before the war ended in 2008. As marketing tools of social media marketing, By Heshan (2014) cited, today social media advertising is considered as one of the best methods of advertising social media marketing has seen a huge hype in the recent years with the growth and popularity of Twitter and Face book advertising in Sri Lanka. There for in this research focus the Perception towards adoption on social media marketing of hotel industry in Jaffna

Research Objectives

- To identify the level of perception of managers towards adoption on social media marketing of hotel industry in Sri Lanka.
- To identify the most significant factor of managers towards adoption on social media marketing of hotel industry in Sri Lanka.

LITERATURE REVIEW

The social media era was started around ten years ago. It began with LinkedIn, which was launched in 2003, followed by MySpace and Facebook in 2004, YouTube in 2005, and Twitter in 2006. In less than a decade, its population has grown rapidly, and it has reached billions of people worldwide. Facebook has more than 2.38 billion users worldwide, Twitter has approximately 321 million users, LinkedIn has more than 90 million users; and Myspace has 57 million users (Curtis). According to the Kaplan and Heanline, social media is a “group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Social Media Marketing (SMM) refers to the process of disseminating messages, gaining internet traffic or attention through social media websites in order to promote a personality, cause or business (Olakunle). Clerck (n.d.), Social media marketing is an umbrella term, just like social business, of which it is a – be it popular – part and like content marketing, with which it is increasingly connected from an integrated and customer-oriented marketing perspective, revolving around the connected customer.

The major reasons hotels practice social media marketing are to build image and to promote their hotels (marketing tools as promotional tool). The majority of the hotels stated that they adopted social media marketing to enhance their image and to provide Public relationship for the hotels (Assenov and Khurana). Further, Assenov and Khurana cited, Social media result in horizontal relationship that reaches every part of the business, from customer service to customer acquisition to customer retention, unlike a vertical layer such as advertising. There are different ways to gain advantages from social media if monitored efficiently. The hotels can strengthen their product or service development and customer service, and this is very important in the hospitality industry. With social media, hotels can identify their customers’ needs easily, with the additional benefit that they can get in touch with customers directly, making communications more efficient and resourceful. Social media enable businesses to identify and choose who they want and need to talk to. The key to success with marketing communications is to monitor measure it continuously.

Person/organization who has been experienced about some product, services or something, they shared that through photo, video, states, comments, ideas and information by using social media as their marketing tools to build the public relationship. Therefore consumer or who are the

follow social media they knowing about that experience quickly and they continue their attention about that organization or business. According that sharing experience help to know the consumer perception and it also help customer to knowing the business pattern. Constantinides (2014), indicated Social Media support dialog (peer to peer) and social networking. Dialog and social networking allow the democratization of knowledge and information, transforming individuals from content consumers to content producers and as tools allowing customers to customize their online experience and products they buy. Further their cited, online individuals are keen to interact with peers, provide information, post product reviews, exchange experiences and recommendations about brands, products or services.

RESEARCH METHODOLOGY

- **Population** : 58 Hotel Managers in Jaffna District
- **Sample**: 20 Hotel Managers in Jaffna town (Sample Rate 34.5%)

This is a reasonably good sample rate for Questionnaire method surveys (Saunders et al. 2009) suggest that a response rate of 25% or above is acceptable for Questionnaire method surveys

- **Sampling Techniques**: As a sampling technique used a simple random sampling technique which is an unbiased surveying technique.
- **Data Collection** : Primary Data collection method Such as Questionnaire
- **Analysis Methods**: Data analysis strategy in this study consists of both descriptive statistical analysis and Factor analysis. The Statistical Packages for Social Science (SPSS) version 21 was used for data analysis.

Data Analysis

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is still another useful method to show the appropriateness of data for factor analysis. KMO statistics varies from 0 to 1. Kaiser (1974) recommends that the value of KMO should be greater than 0.5. Field (2000) stated that the value of KMO 0.5 to 0.7 are moderate, 0.7 to 0.8 are good, and 0.8 to 0.9 are superior. In the present study, the value of KMO for overall matrix is 0.906 and thereby indicating that the sample taken to process the factor analysis is statistically significant. This test should be significant that is having a significance value less than 0.05. that the test value of chi-square 1513.228 ($P = 0.000 < 0.05$) is highly significant indicating that the data is appropriate for the factor analysis in the present study. This means that the correlation matrix is not an identity matrix. There is perfect relationship with itself and there is no relationship with other variables. And 7 components extracted from the analysis with an eigen value of greater than one which explained 81.276 percent of the total variance. One method to reduce the number of factors to something below that found by using the greater than one rule is to apply the scree plot test. In this test, eigenvalues are plotted against the factors arranged in descending order along the X-axis. The number of factors that correspond to the point at which the function so produced appears to change slope, is deemed to be the number of useful factors extracted. In this regard the rotated components matrix for Factors Affecting the Manager Perception towards adoption on social media marketing with special reference of hotel industry in Jaffna district could be explained that the Eigen value for each factor is greater than 1.0 (15.753%, 13.120%, 11.985%, 10.328%, 10.213%, 10.116% and 9.762) which means that each factor can explain more variance than a single variable. The cumulative percentage of variance explains by first factor is 15.753. In

other words, more than 81.276% per cent of the common variance shared by 7 factors can be accounted or explained by these 7 factors. Based on the above results, the construct validity is established.

According to ranking of factor analysis,

Factor 1 - Social media is used to identify the market needs by our hotel.

Factor 2 - with existing customer Social media helps to connect and building relationship.

Factor 3 - Social media helps to acquire customer than traditional media (TV advertisement etc).

Factor 4 - We are updating market needs information through social media.

Factor 5 - It is good communication channel for hotel industry.

Factor 6 - We are using social media for communication purpose.

Factor 7 - Social media helps to acquire customer than traditional media (TV advertisement etc)

CONCLUSION

Factor 1 - Social media is used to identify the market needs by our hotel. **Provide information about market needs**

Factor 2 - with existing customer Social media helps to connect and building relationship. **Trends**

Factor 3 - Social media helps to face competitiveness in hotel industry - **Competitive movement**

Factor 4 - We are updating market needs information through social media. **Customer Experience**

Factor 5 - It is good communication channel for hotel industry. **Communication**

Factor 6 - We are using social media for communication purpose. - **Target market**

Factor 7 - Social media helps to acquire customer than traditional media (TV advertisement etc) - **Customer Acquisition**

Recommendations

Considering social media usage of hotel industry they are mostly familiar with Facebook, Google plus, YouTube, Trip Adviser web sites and Twitter. But still they were not familiar with other world trend related to social media which are Travel agency web sites, blogs, LinkedIn, Fliker, Pinterest as much as. Therefore want to adopt that current social media as marketing tool and want to develop technology facilities than present related to marketing.

Directions for Future Research

- Perception of manager's towards adoption on social media marketing to all star hotel in Sri Lanka
- Perception of manager's towards adoption on social media marketing Compare with different province

Limitations of the study

- This study incorporates only the consumers, who are seeking towards adoption on social media marketing from the Jaffna district.
- In which, consumers from other regions in country have not been taken to come to the general conclusion, since Sri Lanka is considered as an emerging country.

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