An Empirical Study on Training, Job Satisfaction, and Corporate Brand Image Relationship to Employees Working Performance in Context of British American Tobacco, Dhaka

A. H. M. Ehsanul Huda Chowdhury, American International University-Bangladesh, Bangladesh
Eric Lynn Hira, American International University-Bangladesh, Bangladesh
Abdullah-Al-Mamun, American International University-Bangladesh, Bangladesh
Mohammad Moshfequn Kaisar, American International University-Bangladesh, Bangladesh

ABSTRACT

This paper examines the relationship of training, job satisfaction, and corporate brand image with employees working performance at British American Tobacco, Dhaka. A significant relationship exists between training and employees' performance at BAT Dhaka in Bangladesh. To produce better work efforts, it is important to note that job satisfaction influences satisfactory performance output. It is found that brand image psychologically influences and motivates employees and is strongly related to employees working effort. About 100 questionnaires were distributed among the respondents of BAT Dhaka and data were analyzed. Correlation analysis and stepwise regression analysis were performed for testing hypotheses. The research showed that relationships exist between Training, Brand Image, and Job satisfaction among employees working performance.

Keywords: Corporate Brand Image, Employee Performance, Employee Working Performance, Job Satisfaction, Training

DOI: doi
INTRODUCTION

The shift towards recognizing the importance of human capital in the industrial age has led companies to change their paradigms about people management. Successful companies no longer see employees as a resource whose primary function is to provide goods and services. Instead, employees are seen as critical to the capability of service organizations. Employees are the backbone of any business success and therefore, they need to be trained, motivated, and maintained in organization at all cost to support the organization to be globally competitive. In service organizations, frontline employees are critical to the success of the organizations as they are in direct contact with external customers (Mishra, 2010). This study will be formed on today’s most vital issues in employee development. In-house training practices used by organizations, job satisfaction and corporate reputation may have an effect, direct or indirect, on employees’ motivation and commitment, despite its significance and amount of research conducted, both empirical and theoretical, the issues are yet to be pinpointed for precise and effective implementation. At British American Tobacco Bangladesh, employees are the key stakeholder. The company believes that employees are their greatest asset and has the right working environment. The key factor to BAT’s sustainable growth is employee development. The company’s regular employee opinion surveys show that while remuneration is an important factor in staff satisfaction in the group – as in all commercial organizations – it is far from the only one. The opportunity for personal development and working in teams also rank highly. Therefore, it has always been committed to good employment practices and has set out the framework of employment principles on work place practices and employee training. The management of BAT always strives to support employees at all aspects to keep the work output effective. Sound employment policies and a recognized record on issues such as equal opportunities, corporate image and job satisfaction have helped British American Tobacco recruit and retain good staff despite the nature of its business.

From the company’s perspective, if the organization wants its employees to do a great job with its customers, it must be prepared to do a great job with its employees. The internal exchange between employees and the organization must be operated effectively and efficiently before the organization can be successful in achieving the goal of external exchange. An organization’s care and valuation of its employee is also acknowledged by the employees to satisfy their social needs for approval, affiliation, and esteem, and to determine the organization’s readiness to compensate increased effort with greater rewards (Andaleeb, 2006). This paper will examine three components that are critical to the successful implementation of excellent work performance. These components are Training, Brand Image and Job Satisfaction. Each of these components play separate role to motivate an employee to take effective initiative. Taking these concepts in to account, the problem statement is to investigate whether a relationship exists between Training, Brand Image and Job satisfaction among employees in BAT Bangladesh. This study proposes to investigate the following questions:

1. Is there a positive relationship between Job Satisfaction and employees’ performance?
2. Is there a positive relationship between Training and employees’ performance?
3. Is there a significant relationship between Company’s Brand Image and employees’ performance?

The alternative hypotheses derived from research questions are as follows:

H1: Training is positively correlated to employees’ performance.
H2: Job Satisfaction is positively correlated to employees’ performance.
H3: A Company’s Brand image is positively correlated to employees’ performance.
Related Content

Personal Touch: A Viewing-Angle-Compensated Multi-Layer Touch Display
www.igi-global.com/chapter/personal-touch/183390?camid=4v1a

Toward an Understanding of Software Piracy in Developed and Emerging Economies
Bruce A. Reinig and Robert K. Plice (2013). Integrations of Technology Utilization and Social Dynamics in Organizations (pp. 214-225).
www.igi-global.com/chapter/toward-understanding-software-piracy-developed/68144?camid=4v1a

Institutional Memory and ICT: Ingredients for Direct Democracy and Global Solidarity
Lester Leavitt (2013). International Journal of Information Communication Technologies and Human Development (pp. 41-63).
www.igi-global.com/article/institutional-memory-and-ict/79260?camid=4v1a
Face-to-Face Matters: Inspirations from the Human Library
[www.igi-global.com/article/face-to-face-matters/128322?camid=4v1a](www.igi-global.com/article/face-to-face-matters/128322?camid=4v1a)