
EFFECTIVENESS OF PERSONNEL DEVELOPMENT PROGRAM AND CORPORATE SOCIAL RESPONSIBILITY OF WILCON DEPOT IN THE PROVINCE OF RIZAL

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ABSTRACT: The purpose of this study is to determine the effects of personnel development programs regarding the sustainability of employees of Wilcon Depot Inc. The organization may benefit from this to see if they have a training program that can support the organization itself.

KEYWORDS: training program, employees, loyalty, sustainability.

INTRODUCTION

Today most of the organizations have constructed up different plans for the training and development of their employees (Rosenwald 2000). Training is a technique of learning and development which swell the efficiency of individual, group, and the organization (Goldstein and Ford 2002). Mel Kleiman (2000) defined that the essentials parts of a worthy employee training program are contrive on orientation, management skills, and operational skills of employees. This hypothesis is the groundwork of any employee development program. Essential goals of numerous employee development programs are to deliver the mission of the organization and support the employees to learn the culture of the organization (Gerbman 2000). Corporate Social Responsibility is increasingly seen as a pointer of the business performance and as an opportunity for achieving the efficiency of the development in business and wider environment. (Lee, 2008).

RESULTS

Training methods refer to the way in which knowledge or activities in training plans. They comprise of the techniques and materials used by trainers to prepare and implement the training, and transfer learnings to the workplace (Ervin and Hogan, 2013) to attain the required learning goals (Ervin and Hogan, 2013; Pineda, 2010). Training methods also chip in to the success of the training programmed. They also provide an efficient plan to facilitate effective delivery of training material in order to achieve training goals. (Muhammad Zahid, Muhammad Waqas, Shahab Alam, & Muhammad Majid Khan, 2011).

Training is a cause on behavior of employees and their working skills which resulted to enhanced employee performance and further productive changes (Satterfield and Hughes 2007) that works for to increase employee performance (Kraiger 2002). The combination effects of Corporate Social Responsibility and Human Recourse Management activities that strengthen the desire behavior that can make a major contribution to the formation of long-term organizational success (Sharma et al., 2009). Execution of Corporate Social Responsibility policies and practices is highly contingent on employees in terms of cooperation, which also emphasizing the critical role of Human Resource Management. (Orlitzky & Swanson, 2006).

According to 3. (Wagner 2000) Organization that's provides the training and development programs for their workers are achieving a high level of employee satisfaction and low employee turnover. And according to (Chaminade 2007) Organizations has an employee development programs are getting success with retaining employees. An effective plan of training program can also increase retention among employees. Employee retention is a volunteer move by organizations to create an environment which involves employees for long term.

Analysis on this topic recommends that investment in training and development program can be showed by the impact that creates to developed individual and organizational effectiveness (Bartel, 2000). Training is effort initiated by an organization to encourage them to learned among its workers, and development is effort that is oriented more towards widen its individual skills for the future responsibility. (George & Scott, 2012) Corporate social responsibility is a wide mechanism and a new approach for enhancing accountability for the society and country by the company's top management (Gholami, 2011)

As stated by G.P. Nunvi (2006), training programs are directed towards the efficiency and improving current job performance while development seeks to improve skills for future jobs. (Shen, 2004) referred to Human Resource Management as including all of management activities and decision, that influence the connections between an organization and its employees which are the HR. Overall, management settles on essential choices day after day that influence this relationship. Employee Development is one of the key functions of Human Resource Management. Employee development means to develop the abilities of an individual employee and the company as a whole so; hence employee development compromise of individual or employee and overall growth of the employee as when employees of the organization would develop the organization, organization would be more flourished and the employee performance would increase (Elena P. 2000).

SUMMARY

From the related studies that mention above, the management must invest time for training programs that can help the employees to grow and be productive to their work

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