



# A Study on Human Resources Administration in Selected Business Process Outsourcing Companies in Chennai City

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## Abstract

An attempt has been made in this study to investigate the human resources administration policies and techniques that are utilised by the organisations of Business Process Outsourcing situated in the city of Chennai. The information was gathered from a selection of organisations of Business Process Outsourcing situated in Chennai city. For this reason, only one hundred personnel from a variety of BPO organisations were chosen to participate in this research initiative. The findings of this study identify the factors that contribute to employee happiness, as well as the challenges that employees encounter when confronted with HR administration policies and tactics. During the course of this investigation, both primary and secondary data will be gathered respectively. The collecting of primary data through the use of a questionnaire that is well-structured, as well as the collection of secondary data through the use of websites and historical research papers. In order to conduct analysis and interpretations, statistical tools such as frequency analysis and one-way analysis of variance are utilised. The employee with the least amount of experience and the employee with the most experience are more happy with the policies and strategies of human resource management. Within the selected organisations of Business Process Outsourcing situated in Chennai city, the employees have proposed a variety of methods that would increase the efficiency of the HR operations.

**Keywords:** process, outsourcing, administration, employees, strategies

## Introduction

This study investigates the application of Human Resource methods in the rapidly evolving BPO business, acknowledging their essential function in workforce management and organisational success. The objective is to examine diverse HR practices, including executive performance, employee relations, and compensation, while tackling issues such as elevated turnover rates and daily operating requirements. The study employs subjective evaluation methodologies with HR professionals and industry stakeholders to reveal insights into

successful tools for developing and implementing HR strategies in BPO organisations. The results are anticipated to guide HR experts, board members, and policymakers, thereby enhancing the performance and sustainability of BPO companies through efficient HR strategies.

The Business Process Outsourcing (BPO) sector involves the delegation of particular business functions to external service providers, who perform these activities for the client organisation in exchange for compensation. These operations include various



activities such as processing of documents, managing payroll, assisting in technology wise, human resources, and marketing, among others. Utilising BPO services enables firms to realise cost efficiencies and focus on their primary business operations. The outsourcing sector in India witnessed substantial growth from 2004 to 2005 in both domestic and export markets. International clients progressively sought Indian BPOs for outsourcing their back-office and procedural functions, drawn by the synergy of cost efficiency and superior quality. This expansion can be ascribed to India's strong telecommunications infrastructure and its plentiful English-speaking workforce possessing significant technological proficiency.

### Literature Review

- Rao Hemant (2007) He described how the function of human resources has changed in this research study. The function of the human resources department underwent a remarkable transformation. He discovered that all employees should be treated equally in the workplace, regardless of their gender, caste, or religion. The calibre of work produced by the organization's personnel determines the productivity of the business.
- Gupta, Anupama (2010) her research primarily focusses on the effects of the difficulties that human resource management faces in light of the present state of the economy, and these difficulties should be taken into account. The difficulties posed by the lack of skilled workers are emphasised in this essay. This also highlights the ways in which human resources management addresses the issues that arise throughout daily operations. It also made some crucial suggestions for improving the situation.
- T.P. Maitin (2003) In his research, he describes how HRD demonstrates the advancement of organisational expansion through various procedures such as hiring and selection, processing payroll, and upholding office policies. the most effective method for dealing with workers who are highly productive.
- Tripathy (2008) explains that the organisation uses its human resources to their fullest

potential. They adhere to the three Cs: culture, commitment, and competencies. Positive outcomes are achieved in the workplace by adhering to these three C cultures. This approach is thought to have produced the best results, leading to a rise in financial growth.

- Kallinath S. Patil (2007) The development of the facilities management industry plays a significant role in the nation's growth, according to his research. One of the biggest service suppliers is Life Insurance Corporation, which offers the greatest services. It takes time for the gearbox to arrive. Employees have worked very hard to introduce the service into the service industry because of this.

### Objective of the Study

- To study the existing human resources administration policies and strategies implemented by selected BPO companies in Chennai.
- To analyse the various functions of HR administration within the selected BPO companies.
- To investigate whether employees in the selected BPO companies encounter any issues within their working systems.

### Research Methodology

In the city of Chennai, which serves as the study region, the HR administration policies and methods that have been followed by the BPO Company have been taken into consideration as study units. The employees who are employed by these organisations are the ones who are responsible for providing responses. It was solely from the city of Chennai that BPO companies were selected. This study makes utilize of both the Primary and Secondary Data for the Sources of Information, and the sample size is one hundred people that participated in the survey. A questionnaire was used to collect primary data, and secondary data was gathered from a variety of sources, including websites, journals, papers, and research theses. Primary data were acquired by the survey method. In this study, methods such as frequency analysis and one-way analysis of variance were utilised.



## Data Analysis and Interpretation

**TABLE 1.1 Demographical Profiles of the Respondents**

<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Male	72	72
Female	28	28
Total	100	100
<b>AGE</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
19-30	68	68
31-45	30	30
above 45	2	2
Total	100	100
<b>MARITAL STATUS</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Married	42	42
Unmarried	58	58
Total	100	100
<b>EDUCATION QUALIFICATION</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
UG	76	76
PG	24	24
Total	100	100
<b>DESIGNATION</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
operator	16	16
executive	64	64
senior executive	16	16
team leader	4	4
Total	100	100
<b>MONTHLY SALARY</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
10,001-20,000	12	12
20,001-30,000	64	64
30,001 40,000	16	16
40,001-50,000	8	8
Total	100	100
<b>WORK EXPERIENCE</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Less than 1 year	20	20
1-2years	76	76
more than 3 years	4	4
Total	100	100

Source: Primary Data



**Table 1.2 Satisfaction Levels of HR Administration Policy and Strategies Adopted by  
Selected BPO Company**

ONEWAY ANOVA						
	Gender	N	Mean	Std. Deviation	F	Sig.
Recruitment & selection process	Male	72	1.389	0.494	8.553	0.005**
	Female	28	1.000	0.000		
	Total	100	1.280	0.454		
Training programme	Male	72	1.611	0.766	0.672	0.416
	Female	28	1.429	0.514		
	Total	100	1.560	0.705		
Promotion policy	Male	72	1.722	0.659	16.579	0.000
	Female	28	1.000	0.000		
	Total	100	1.520	0.646		
Wage and salary administration	Male	72	1.889	0.887	3.309	0.075
	Female	28	1.429	0.514		
	Total	100	1.760	0.822		
Transfer policy	Male	72	2.222	0.929	23.915	0.000
	Female	28	1.000	0.000		
	Total	100	1.880	0.961		
Satisfaction with the working condition provided by the company	Male	72	1.722	0.566	2.848	0.098
	Female	28	1.429	0.514		
	Total	100	1.640	0.563		
Transportation	Male	72	2.111	1.116	13.714	0.001**
	Female	28	1.000	0.000		
	Total	100	1.800	1.069		
Leave policy	Male	72	1.389	0.494	8.553	0.005**
	Female	28	1.000	0.000		
	Total	100	1.280	0.454		
Employee welfare facility	Male	72	1.722	0.944	8.083	0.007**
	Female	28	1.000	0.000		
	Total	100	1.520	0.863		
Educational facility	Male	72	1.944	0.715	6.040	0.018
	Female	28	1.429	0.514		
	Total	100	1.800	0.700		
Recreational facility (relaxation)	Male	72	1.889	0.747	19.549	0.000
	Female	28	1.000	0.000		
	Total	100	1.640	0.749		
Job evaluation facility (rating, rank, grade)	Male	72	1.722	0.454	3.917	0.054
	Female	28	1.429	0.514		
	Total	100	1.640	0.485		



Health policy	Male	72	1.667	0.478	26.880	0.000
	Female	28	1.000	0.000		
	Total	100	1.480	0.505		
Insurance policy	Male	72	1.667	0.478	2.400	0.128
	Female	28	1.429	0.514		
	Total	100	1.600	0.495		
Financial assistance/ advance/loan etc.,	Male	72	1.722	0.454	34.944	0.000
	Female	28	1.000	0.000		
	Total	100	1.520	0.505		
Performance policy	Male	72	1.944	0.715	24.125	0.000
	Female	28	1.000	0.000		
	Total	100	1.680	0.741		
Security system	Male	72	1.611	0.766	8.790	0.005**
	Female	28	1.000	0.000		
		100	1.440	0.705		

**Source:** Primary Data

Hypothesis: The satisfaction levels regarding HR administration policy and the strategies implemented by employees show no significant difference.

The outcome illustrates the strategies employed by the respondents in relation to their satisfaction levels. The p-value associated with the Recruitment and Selection process, Transportation, Leave Policy, Employee Welfare Facility, and Security System is below 0.01. Thus, it has been demonstrated that it holds statistical significance at the 1% level. The educational facility exceeds 0.01. Therefore, it has been demonstrated that it is statistically insignificant at the 1% level of significance.

The p-value for the Training Programme, wages and salary administration, satisfaction with the working conditions provided by the company, job evaluation facility (rating, rank, grade), and insurance policy was greater than 0.05. Therefore, it has been demonstrated that it holds no statistical significance at the 5% level of significance. The findings indicate that respondents have significantly varying perceptions regarding satisfaction with the Recruitment & Selection process, Transportation, Leave Policy, Employee Welfare Facility, and Security System.

**Table 1.3 BPO Employee Are Having Any Problems in their Working System**

ONEWAY ANOVA						
	Gender	N	Mean	Std. Deviation	F	Sig.
Exclusion of Employees Percentage from night shift	Male	72	2.444	1.275	0.553	0.461
	Female	28	2.714	0.726		
	Total	100	2.520	1.147		
Benefit given to employee (PF, pension, insurance scheme)	Male	72	1.778	0.929	1.292	0.261
	Female	28	1.429	1.089		
	Total	100	1.680	0.978		



Support and assistant from management	Male	72	2.278	0.659	0.001	0.971
	Female	28	2.286	0.726		
	Total	100	2.280	0.671		
Transfer policy	Male	72	2.167	0.697	1.509	0.225
	Female	28	1.857	1.027		
	Total	100	2.080	0.804		
Working hours	Male	72	2.111	0.575	9.560	0.003**
	Female	28	2.714	0.726		
	Total	100	2.280	0.671		
Night Shift	Male	72	2.556	1.027	3.298	0.076
	Female	28	3.143	1.027		
	Total	100	2.720	1.051		
Other problems	Male	72	2.333	1.069	0.991	0.324
	Female	28	2.714	1.541		
		100	2.440	1.215		

**Source:** Primary Data

Hypothesis: There is no discernible difference between the employees' strategies and their satisfaction levels with the issues they encounter.

The employee's issue is projected by the tactics used by the respondents. The working hours' p-value is less than 0.01. At the 1% level of significance, it is therefore demonstrated to be statistically significant. The percentage of female employees excluded from night shifts, benefits provided to employees (such as insurance, pensions, and PF), management support and assistance, transfer policy, night shift, and other issues all had p values larger than 0.05. Therefore, at the 5% level of significance, it is demonstrated to be statistically insignificant. It is determined that respondents' perceptions of the issue with employees' working hours vary greatly.

### Finding of the Study

1. A significant 72% of the respondents identify as male, while the remaining 28% identify as female.
2. A significant 68% of the respondents fall within the age range of 19-30 years.
3. A significant 76% of the respondents hold postgraduate degrees.
4. A significant 58% of the respondents are unmarried.
5. A significant 64% of the respondents hold executive positions.

6. A significant 64% of the respondents report a monthly income within the range of 20,001-30,000.
7. Seventy-six percent of the respondents have 1-2 years of experience.

### Conclusion

This study explores the level of satisfaction experienced by human resources in chosen business process outsourcing (BPO) organisations located in the city of Chennai, as well as the challenges they encounter. For business process outsourcing (BPO) organisations, it is essential to investigate the issues that their employees are experiencing and to learn how satisfied they are with the work that they are doing. This is due to the fact that these two factors have the potential to alter the intention of the person in their work, which can have both positive and negative consequences for the organisation. Within the scope of this study, a comparison is made between the methods taken by employees and the level of pleasure experienced by employees as well as the challenges they confront. As a result, it can be deduced that the employees are content with the recruitment and selection process, transportation, leave policy, employee welfare facility, and security system. On the other hand, the employees are experiencing difficulties with their working hours.



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### Suggestions

Based on the notable findings of the survey, the following recommendations may be proposed for the Human Resources Administration in BPO firms to enhance employee satisfaction and address the challenges encountered by employees.

1. To offer equitable compensation to employees commensurate with their workload.
2. To enhance the favourable and productive work environment for employees based on their needs.
3. Liberalise the job evaluation process, including employee ranking, rating, and grading.
4. Revising and enhancing the employee insurance policy to in still a sense of security.
5. To receive improved and augmented support and assistance from management.

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