The Role of HR Policies and Social Networks on Enhancing Women's Faculty Performance

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Abstract

For the development of an organization, effective human resource management practices for social networking is necessary as employees are considered as the backbone of an organization. The research objective is to find out the development of human resource management networking in female faculty performances of Karachi based degree awarding business management institutes.

Networking is defined as meeting both formally and informally to discuss business matters, maintaining relationships and staying in contact with colleagues are vital to career development .Research is based on human resource management networking and female faculty performances. A positivist approach adopted, hypothesis was formulated after taken dependent variables of faculty performance from the relevant literature. A research instrument in the form of a well-structured questionnaire was developed for collection of quantitative primary data from a sample of 110 respondents. The collected data was then treated by applying regression analysis tool. The impact of independent variable on dependent variable was established. The outcome of this study is beneficial to the human resource management of degree awarding business management institutes for establishing institute development by adopting quality management practices to enhance female faculty performances.

Keywords: *human resources, social networking, female faculty performances, degree awarding business management institute*

Introduction

For the development of an organization, effective human resource management practices for social networking is necessary as employees are considered as the backbone of an organization. It's an Institutes responsibility to take care of their employees for achieving long-term objectives for the betterment of the society (Stavrou-Costea, 2005). Managing People is the critical role for every organization. All managers must be concerned to some degree with the following five activities: staffing, retention, development, adjustment, and managing change. These activities can be carried out at the individual, work team, or larger organizational unit (e.g., department) level. Investing in faculty development improves and secures bright future of students which in turn contributes to an economy growth (Hung, S. W., & Yang, C. 2003).Networking plays vital role in professional life of faculty. Both on campus and off-campus networking is important in career progression of faculty members but on campus networking is considered more important for female faculty agency. It takes time to pay off i.e. benefits of the same can be visible in long run. The investment in networking is beneficial in terms of productivity, advancement in early career and growth. Researchers have turned their fuscous toward networks of mentors instead of having one specific mentor as it gives better guidance in career progression (Lettuce, 2010) like Maintenance of personal relationships, group association, and flow of material, workroom and social distinctiveness. Social networks have so many undesirable impacts such as despair, solitude, desertion of existing relationships (Bargh, 2004). This paper not only sheds light on how human resources management networks effectively works but also elaborates the impact of human resource networking on female faculty performance. Faculty enrich themselves with the benefits of networking to learn new methodologies of teaching so that they can impart knowledge in the best possible way. When faculty exchange ideas and techniques on inclusive teaching; they are not only abreast with innovative ideas but can also expand career growth.

Networking is defined as meeting both formally and informally to discuss business matters, maintaining relationships and staying in contact with colleagues are vital to career development. On the other hand, there are so many misuses of social networking, it become the source of distraction at the work places, employees spend less time in their works, and more time on using the social networks, this can become the serious threat to one's job. Faculty is the role model in the institute and they being observed. The information faculty share with their peers can create one's image about one's character. They capture photos, and documents that can represent in front of magistrate, and that is enough useful for critic decision (Daniel, D. P., & Laura, P. 2011) .

The following research question that is relevance in fulfilling the objective of the study:
- ✓ Does human resource management networking have an impact on female faculty's performances?

These days networking at work place is taking both as positively and negatively in all institutions. Mostly female faculty members enhance their skills and improve their performances at institute by creating social networks. Through social networking their performances could be affected. Therefore, there is a need to study the phenomenon to see how human resource management practices affect female faculty performances through networking. Networking is important for growth and development of female faculty members as well of the institution.

Social networking can be taken positively, if a female sincerely maintains her relations at work place. Trust is the main cause that can only achieved through maintaining proper relations. Through good networks there is a unity between the female faculty members that can be helpful in hard times. If faculty members have a good relation, then they can work as a team in institutions.

There is a threat that if such an important phenomenon is not investigated through basic research, there will be a dearth of knowledge of the subject. Hence, there is a need to undertake research at the academic level so that the contribution of networking in female faculty performance can be known. Hence, research on this topic is being conducted to fill the exerting gap in the relevant body of knowledge.
As the study reviewed previous literature, it is observed that there may be a relationship between female faculty performances with their level of satisfaction. Hence, the objective of this study is; to find the relationship between human resource management networking and female faculty performance.

This research is significant as it is adding value to the existing literature in different ways. Firstly, early studies are broader in scope but this study is specific to Karachi city and covers the female faculty of six-degree awarding business management institutes. Secondly, present study utilizes questionnaire survey method to find out the determinants that impact female faculty members in their professions. Finally keeping in mind that the significance of study identifies the ways through which they can attract to the networking or maintain contacts.

Literature Review

There are many benefits of social networking. Self-expression plays an important role in networking; a professional who wants to maintain his relationship needs to give well self-expressions to his collogues. Networking helps individuals to work out for their identity and status. Thus, socialization is for psychosocial development and for developing new types of relationship (Phillips et al. 2007).There is another factor that improves professional development of a faculty and that is time and financial investments. Both are necessary for developing effective teaching skills. The programs which are specially organized for the faculty training and development can give a positive impact on faculty's and student's performance. There is a constant need for development opportunities and this can only be

done if one has high expectations and cooperative supervision of leaders (Huckleberry, 2010). Improving quality teaching improves teacher and student. If institution set programs for quality teaching, then their faculty provides quality teaching to the students. If student get quality education, faculty get rewards which is good for the development of every faculty. The lack of quality teaching has a direct link to the networks. If faculty has good network, then he/she can improves knowledge which can be helpful for his/her future career growth. For networking, it is important for faculties to improve teaching skills by learning (Silva et al. 2008).

Study identifies that networking is necessary for professional to maintain their relationship professionally and personally using different social networks. The study is based on theory of networks in which every single connection has a "node" and "links" that keeps them in contacts. Research found that individual's success depends upon their connections and networks which support them throughout their career. The theory provides great knowledge about how human make his links to get success. Human is a social creature cannot live without being socialize. It's a human nature that led him to be socializing (Silva, 2008).
However, study believes that individuals must have an ability to solve problems in this way he/she can be successful employer. Study identifies that institution must treat their employers as personal trait rather than skills developed through experience (Leonard, 2005). Study forced to believe that for prevent brain drain institutions must implement strategies to professional development includes coaching and problem solving techniques. An institution plays an important role to make their employers skillful by providing proper coaching. It creates self-awareness in faculty development. Several studies have done to cope up with coaching agendas (Theobald et al., 2005).

Individuals perform task in diverse and creative manners just for the sake of job promotions and benefits. Thus, creativity doesn't transpire for only specific projects infect it comes in various work situations (Ford, 1996). Creativity is a continuous process if an individual seems to work hard in the organization for better opportunities and success. He/she brings new ideas in front of the colleagues or managers. Its human resource management responsibility to hire those employees who believes in creativity as their major and minor contribution towards the success of the organization depends on their level of intensity. Major contributions that solved any specific trouble with his/her creative ideas. Minor contributions towards adjustments of existing principles, tender through less deviating ideas, call it as creativity within the spectrum towards the organization betterment (Mumford,1988).

Interaction considers a vital source for human development. Many decades ago interaction mostly based on face to face communication. After modernization things developed, much technological advancement like computers, internet, mobile phones, these all tools can become the source of communication in daily lives of everyone. By the expansion of modern technology, everyone easily share much information and through that they interact with each other easily. By interaction with others, people are keen to alter themselves as per the modern world. One of the theory of determinism states that one can adopt change easily if he/she is

having an influence of people's who daily interact with them(McLuhan, 2012).Study illustrate following conceptual framework to explain its variable relations.
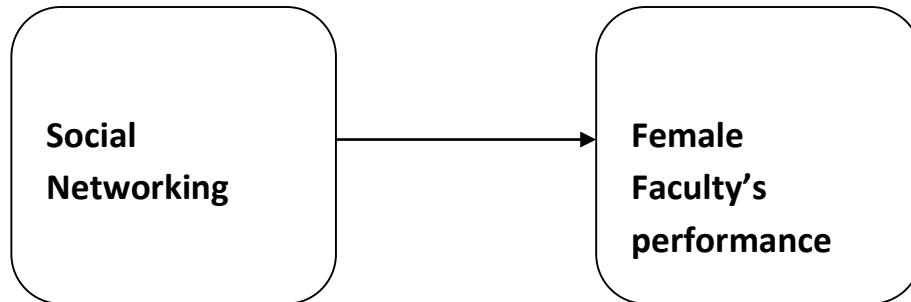
Conceptual Framework

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┌─────────────┐              ┌─────────────┐
│             │              │             │
│  Social     │─────────────▶│  Female     │
│  Networking │              │  Faculty's  │
│             │              │  performance│
└─────────────┘              └─────────────┘
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Figure 1 Conceptual Framework

Independent Variable
  ✓ Social Networking
Dependent Variable:
  ✓ Faculty Performances

Hypothesis
H0: Social Networking has not an impact on female faculty's performance.
H1: Social Networking has a significant impact on female faculty's performance.

Research Methodology

As this study is quantitative in nature, hence positivist approach has been applied to come to the results. Population of this research is the female faculty members of six degree awarding institutes and target population is professors, associates professors and assistant professors of six-degree awarding working in these institutes. Population of this study is 1200 faculty members out of which 300 female faculty members as has been found as target population. For sampling, Non-probabilistic sampling has been used by applying convenience sampling technique. The sample size of the study is calculated via online sample size calculator developed by group of IT professionals of USA (calculators.net). The sample N=110 is drawn on 95% confidence level with 5% confidence interval. The study uses questionnaire as an instrument. Data has been collected by using five point Likert scale. 5 considers strongly disagree, 4 considers disagree, 3 considers neutral, 2 considers agree and 1 consider strongly agree. The reliability of the instrument has been checked through Cronbach's alpha and found

0.654. Instrument has been pre-tested by getting filled by 10 respondents of IBA.Through SPSS; data of the total 110 respondents were analyzed in detail on group basis.Regression and correlation results help the study to make the interpretation work easier. Variable frequencies have analyzed to interpret the relevancy and validity of the groups within the research. In this study, Regression is used to examine the relationship between the variables.

Data Analysis

Model Analysis
Through SPSS, data of the total 110 respondents were analyzed in detail on group basis. All measures were reliable because its Cronbach Alpha is .654 which is greater than 0.60. For a reliable scale, it must have a value greater than 0.60.

Regression
Regression interpretation explained through standardized beta (B) and R square (R2) which give supportive evidence whether independent variable and dependent variables have a relationship or not.

Female Faculty Performance
Table 1
Model Summary Result Extracted From SPSS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.155[a]	.024	.015	.38533	1.350

Table 2
ANOVA[a] Result Extracted From SPSS

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	.396	1	.396	2.669	.105[b]
1	Residual	16.036	108	.148		
	Total	16.432	109			

Table 3
Coefficients Result Extracted From SPSS

Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.909	.148		26.412	.000
	social networking	.060	.037	.155	1.634	.105

With the support of linear regression test, table 1 reveals that R square of the model is 0.24, which depicts that the model explains 2.4% of the variation in the dependent variable which is female faculty performance. However, remaining 98.6% cannot be explained. This determined that there were other factors also that can be used to determine the impact of social networking on female faculty's performance. The coefficient of correlation R-square obtained from table 1 which is 0.24 indicates a very weak positive linear correlation.

From table 1 &3, R2=.24 means that 2.4% have been shown social networking, (beta=0.060) which shows that for every unit increases in social networking 0.060 units increase in faculty performances. Table 1 shows Durbin Watson value=1.350, indicates non-auto correlation with a moderate positive relationship. From table 3, it has analyzed that its p-value is .105 which shows non-significant relation between the variables because its p-value is greater than 0.05.

Conclusion & Recommendations

The principal inspiration of this research is to test the relationship between social networking and female faculty's performance of the six-degree awarding business management institutes. The population of this study consists of all female faculties of the degree awarding business management institutes of Karachi, Pakistan. Study uses regression to determine the impact of independent variable on dependent variables. Thus, study depicts that social networking has not an impact on female faculty's performances in the degree awarding business management institutes. Study recommends that human resource management not reject the females either they are good/bad in networking as social networking doesn't have any impact on female faculty performances. Head of the department needs to understand the skills of each of their employees and make sure that assigning task must match their employee's skill set. Study highly recommends that faculty must collaborate with others to develop leadership and decision making skills that leads to foster the institute goal. Study proposes that this research is limited to Karachi based degree awarding business management institutes, researchers must take other institute in future research such as medical colleges, and Engineering universities and see effects of other variables to analyze the female & male faculty performances.

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