A STUDY ON THE IMPACT OF TOTAL QUALITY HUMAN RESOURCE FACTORS ON COGNITIVE ENGAGEMENT IN RELIANCE JIO, CHENNAI

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ABSTRACT

The Reliance Jio is the quickest developed telecom company in India in recent times. There has been strong rivalry that has cut down tariffs as well as rearrangement of policies that has encouraged strong competition among various telecom companies. After the introduction of price cut by Jio, the industry is in a consolidation mode. Hence the employee turnover rate is higher, because of the dynamic changes happening in the industry. TQHRM factors and cognitive engagement are the latent variables of this study. Structured questionnaire was used to collect the data. All the data were analyzed applying appropriate statistical tools by using SPSS 24.0. In our study, we found that there was a significant influence of TQHRM practices (p-value less than 0.05) on cognitive engagement.

KEYWORDS: Reliance Jio, TQHRM, Cognitive & Organizational Engagement

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