

# Conceptual Framework of Employee Orientation

## Abstract

In every organization employees are most valuable assets so they are called blood life of an organization. Employee orientation is most powerful tool in organizations for retaining employees. The main purpose of this study to examine the concept of employee orientation in Indian context. The research paper is based on secondary data. Finally this paper fulfilled that employee orientation is plays a vital role for employee development. Moreover it fulfilled that employee orientation has an impact on retention and suggestion to make orientation programs more strong and useful for increasing retention of employees.

**Keywords:** Employee Orientation, Organization Effectiveness, Job Satisfaction, Training.



**Shree Bhagwan**

Research Scholar,  
Haryana School of Business,  
Guru Jambhewar Uni. of  
Sci & Tech.  
Hisar, Haryana

## Introduction

Employee orientation is a part of a long term investment for all new employees. Employee orientation is a channel between employees and organization. During this time, the new employees are gained all information about their job, duties and working environment. Orientation is a vital part of taking on a new employee. Employee orientation leads to learning and sharing, employees can understand better their relations with co-workers and their job descriptions. Employee orientation is related to introduce new employee to their new working environment and make new employees feel welcomed. It is helpful to retaining the all newly employees within an organization.

"An Employee Orientation program helps the employee understand their assigned duties, terms and conditions of employment as well as the organizational culture" Chen (2010). An employee orientation program is not wasting time or money but it is a big investment of organizations. An Induction programmed is designed for welcoming new employees to the company and prepare them for their new task and role. Employee orientation is the most useful for employers and employees because anyone neglect in the area of orientation may face to high labour turnover, waste time and expenditure. It is the first step towards gaining to employees commitment. A good Employee orientation programmed should cover the company history, significance of jobs, functions of various departments, structured of organizations and company policies rules and regulation of work. An orientation programmed is three types-general orientation by the HRD, specific job orientation by the supervisors and last is departmental orientation are held by departmental manager. Orientation programmes provides four types of information- daily work routine information, organization philosophy, importance of jobs to the organization and their working environment. Orienting employees to their workplaces and their jobs is one of the most neglected functions in many organizations. A well- planned employee orientation programmed will help to getting new employees in right time and right place.

## **New Employee Orientation is the Flower of HRD**

### **A Chief Learning Officer in A Korean Corporation**

New employee orientation is the flower of human resources department. New employee orientation (NEO) is a process where the new employees are familiarized with their organization, job, the work team, and duties and responsibilities. The basic purpose of an orientation programmed is to explain the new hired employees roles and give a warm welcomed.

## **Review of Literature**

A lot of research has been carried out relating to various aspect of Employee Orientation. The past researchers act as guidelines for the researchers and form the basis for the new researches in every field.

Thurau, (2004) to explore the impact of orientation on customer

satisfactions, commitment and retention. Data were collected through questionnaire of 989 employees in two services sector, Anova and factor analysis used for analyzed. It was found that the impact of customer orientation on customer satisfactions was clearly stronger than on commitment and on retention.

Valentine and Johnson, (2005) analyzed to the relationship of ethics code and employee orientation programs. This study was depends on questionnaire and data were gathered from 143 college students, for analyzed using t-test, Anova, regression analysis and correlation. The finding of this study was that the ethics codes have positive effects on a company and employee.

Huang, (2006) found that “*Need assessment of employee orientation*”. This study was depending on survey of 120 full time teaching and non- teaching employees. The main objective of this study was that determine if the full-time employees who participated in the survey feel the need for a new employee orientation. The finding of based on the results from the data analysis showed whether there was a need for an employee orientation at workplace. It was found that new employee will help the organization know how employee felt about their work environment.

Dolan, (2011)found that orientation helps to build the relationship between new employees to company’s values and practices and it’s basically the guidance which help the employee to learn new things related to new job.

Brown, (2017)found that employee orientation helps in sharing relevant organization information and also helps in learning about the vision and mission of the organization. It is called an awareness process because it provides all necessary information to new employees.

Wallace,(2009) explores to some essentials factors to consider which helpful to improving to orientation program. It was found that employee orientation is a big investment for hiring process; it removes new employee’s fears, anxiety and insecurity of first day on the job.

Awan,(2013)found that employee orientation has a positive impact of employee, morale, retention and satisfaction. It was using regression analysis, z-test and SEM (structured equating modeling) and found that during orientation program new employees gain various kind of information which helpful to prevent their anxiety and nervousness.

M. kim, (2015)investigated that the NEO (new employee orientation) is a process where an new employees learn how to work and do it well, and to enables new employees to be effectively adapt to work environment.

Ncube, (2008)found that the new employee orientation program more useful for maricopacounty court employees, it solved many kind of problems of court such as tight labour, increasing turnover rates etc.

Yancy, (2011) pointed that employee orientation is a special kind of training which provides to new hired employees and they get aware their tasks, duties and responsibility. It was found that employee orientation has positive impact on employee development. Hacker, (2004) explored that found a positive relationship between employee orientation and business performance. Employee orientation has a positive impact on sales growth, market share and profitability, sales growth and new product success, perception of product quality and overall business performance. Plakoyiannaki, (2008) examined that employee orientation describes an employee focused organizational climate which reflects an organization’s value system in terms of rewards and provides a warm and supportive environment.

**Research Methodology**

The present study is conceptual and descriptive in nature. However this study is fully based on secondary data i.e. the existing research paper in the related but researchers personal observation skills have also been applied in making the analyzing and interpretation. A total of 50 articles were identified in the research paper cover the concept of employee orientation and their impact on overall organization performance.

**Objectives of The Study**

To examine the meaning of employee orientation and their importance of for newly joined employees.

**Conceptual Framework of Employee Orientation**

In this section objectives of employee orientation, importance for new comers and problems and challenges are discussed. Employee orientation is a time saving process and its helpful to preventing absenteeism and employee turnover in organization.

**Process of Employee Orientation Program**



**Objectives and Importance of Employee Orientation**

The basic aim of employee orientation is aware of new employees about organization where he worked. The main objective of orientation program are to enable every new employees to be fully informed about the job, duties and responsibilities of the position .These are following objectives of employee orientation-

**Aware of Organization Philosophy**

It is very helpful tool to aware of new employees about organizations philosophy. It inform to employees about organization goals, mission, values, working environment etc.

**Provided All Necessary Information**

Employee orientation is a medium between organization and newly joined employees. It introduces new employees to organization philosophy such as that(mission, goals, working environment, culture, and nature of co-workers. It provides all necessary information to new employees so that they can settle easily and commence their work.

**To Make Feel Welcomed**

It is a welcoming process that it welcomes new employees well in the organization; it removes all the doubts/ suspicion which round their minds and gives basic information that they have no problem in present organization.

**To Help Understanding Their Roles/Duties**

A newly joined employees can understand their roles, duties and responsibilities through employee orientation program. It explains new employees what they have to do and what their responsibility toward their assigned job.

**To Removes Fears and Anxiety**

When a new employee enters an organization then he is unaware of all things, so much stress and nervous in his mind so employee orientation removing all the nervousness of new employees.

**To Develop Sense of Loyalty towards Organization**

Employee orientation is a process which helpful to make feel and comfortable new employees in organization. It helpful to creates loyalty and sense of pride towards organization in their minds.

**Reduced Employee Grievance**

Employee orientation is the problem resolving process.New employees in the organization

have to face many problems, and all these problems are immediately resolved through induction program.

**To Integrate The Organization**

The main purpose of orientation program is to ensure the effective integration of a new employee into the organization. It familiarizes employees with the history, mission, vision, and culture of the organization.

**Increase Knowledge Efficiency**

It is a process that helps to adjust the new employees in the organization and removes stress and all nervousness in his minds. From this the new employees learns to do his work correctly. So employee orientation program increase knowledge level and efficiency of new employees.

**Types of Orientation Program**

Employee orientation program are mainly three types;-

**General Orientation**

This is the first and most widely used types of orientation program. . The human resources department (HRD is responsible for conducting this orientation. It is related to overall organization philosophy so it is a called organizational orientation. The main aim of this orientation program is to familiarize the employees with the organizational philosophy i.e. (organization vision, value, culture, history and goal of organization.)

**Departmental Orientation**

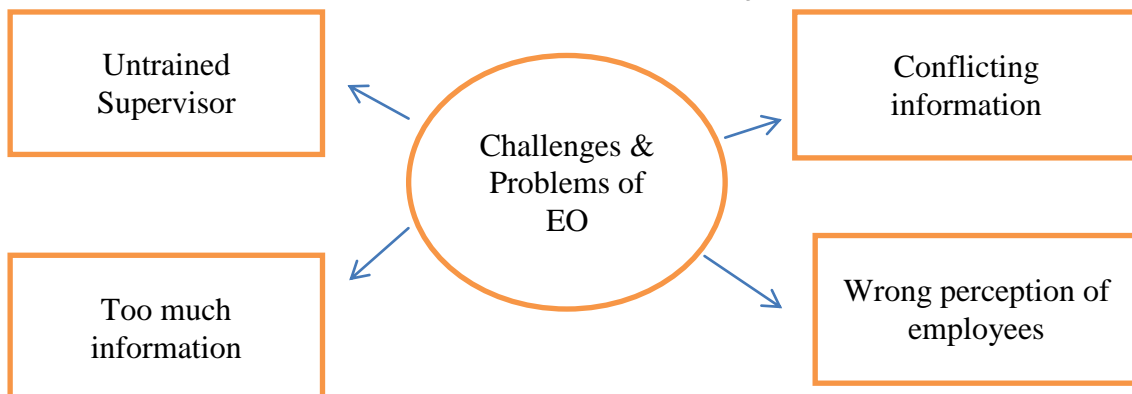
Departmental managers are responsible for this program. This program is related to totally department activities. Departmental orientation is to familiarize the all employees with departmental objectives and the way of working inside the department. This orientation program removes all the problems of employees which faced during work.

**Job Orientation**

Job orientation is about articulating expectations from the role and helping the employees live up to it. Supervisor is responsible for conducting this program. In this program supervisor helps his new employees and clear all their doubts and explained their responsibilities, duties. This program is related to the actual assigned job of employees.

**Challenges and Problems of Orientation Program**

There is a lot of impact on the employee orientation program in an organization. They are countless and affect the employee orientation program in their own way.There are some problems and challenges explains here-



**No information**

When new employees come in an organization he is totally stranger of new organization, a lot of questions around their minds. How is this job like my past job? How is comfortable here etc. they don't have any information about their new organization and co-workers. Lack of information is an important challenge of employee orientation program.

**Too Much Information**

Information given more than required may prove harmful to organization and new employees at times. The organization should provide only necessary and adequate information to its newly employees. Even if they will be provided more information than needed, they will be confused and our orientation program becomes overwhelmed.

**Conflicting Information**

Sometimes the organization provides controversial information to their new employees, there is a very big problem of employee orientation program. Policy manuals and orientation presentations can be disorient of new employees.

**Lacks of Qualified Trainers**

The success of orientation program depend on the qualification of trainers, sometimes suitable trainers are not available in organization.

**Conclusion**

Employee orientation is an introductory process where new employees aware the organization philosophy. So employee orientation is most important tools for employees and employers. This study is a brief review of some papers which have been used for the measurement of employee orientation and their impact on employee development. An orientation program have effect on retention is positive and negative way. Finally this study concluded that employee orientation is plays a vital role for employee development. Employee orientation provides plenty benefits to the employees and organization. Well - planned and well- managed orientation session is a long term investment for organization and which helpful to both.

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