

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**TEAM BUILDING IN INFORMATION TECHNOLOGY (IT) INDUSTRIES**

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**ABSTRACT**

*In the present scenario of Information Technology (IT) industries, maintaining a team is fairly considered as a challenging task. Organizations are striving hard to bring individuals into a team which in turn gives them high productivity, with conflict resolution among themselves which works with a common morale. Organizations spend huge amounts of money on training individuals to cope up with the ever changing business environments, in the hope of building teams which coordinate themselves and create wonders in accomplishment of projects by the company. This paper grasps the status as the study establishes the bond between the team development, individual development, conflict resolution when they arise and team building as its main motive. The Evaluation of the study used a detailed questionnaire for conducting a survey on different teams to understand the research questions & team effectiveness in the organization. To evaluate the team is a continuous process is what understood from the study.*

**KEYWORDS**

Evaluation, Individual Development, IT Industries, Team building, Team Work.

**INTRODUCTION**

Team building by definitions is defined as follows:

“Philosophy of job design in which employees are viewed as members of interdependent teams instead of as individual workers”.

“Ability to identify and motivate individual employees to form a team that stays together, works together, and achieves together”.

'Team is a group of individuals with complementary skills who work together for accomplishing common goals. Working in teams helps build synergy between its members and, as a result, the work, at hand, gets efficiently done.'

Teamwork plays a most essential part for any organizations growth and development in today's context. Some Industries mainly Information technology (IT) industries in which a team plays a vital role in achieving any goal or project which comes to them, without teamwork many organizations in the present scenario cannot sustain. Initially team members doesn't know a particular individuals capability in achieving goals, till they know each other when they maintain open communication the team manager or mentor should also take all possible initiatives to involve each team member in different tasks they have to hold and let them know the rules and regulations abided to be. Also giving the team members space to take individual decisions for the tasks allotted to them by being more a mentor than a manager.

Team making is not something done because it creates pleasant work groups, or is well-ordered to do but it is an approach to collaborate individuals by It is a way to balancing their talents, skills, and essential vision of varied people. It is a way to use these individuals influence each other's skills, time, and resources for their own benefit and that of the organizations.

**REVIEW OF LITERATURE**

Psychologist “Bruce Tuckman” developed his team development model in the 1970s and it has five essential stages of team development: Forming, storming, norming, performing, adjourning.

Team building is an effort in which a team studies its own process of working together and acts to create a climate that encourages and values the contributions of team members. Their energies are directed toward problem solving, task effectiveness, and maximizing the use of all members' resources to achieve the team's purpose. Sound team building recognizes that it is not possible to fully separate one's performance from those of others.

Harvard psychologist Richard Hackman, a preeminent scholar of team effectiveness, established the power of team structures in enabling team performance. According to this influential perspective, well-designed teams are those with clear goals, well thought-out tasks that are conducive to teamwork, team members

**OBJECTIVES**

1. To know the problem solving and goal setting process in the teams present in the organization.
2. To know how the team follows use of talents, procedures and quality of decision making process
3. To know whether the team works for common moral of the organization
4. To know whether the team builds a process for conflict resolution if and when they arise.

**HYPOTHESIS**

1. Existence of use of talents, procedures doesn't facilitate effective implementation of decision making process.
2. There is no significant relationship between team development and individual development in teams selected.

**RESEARCH METHODOLOGY**

A total number of 100 questionnaires were distributed for various teams of different IT industries. Each team is of different size .Team functioning and efficiency was measured on the factors like team goal setting, interpersonal trust, team communication, team conflict resolution. The study is both empirical and

analytical. The study relies on both primary data and secondary data were collected and used to draw interferences. Primary data consists of distribution of questionnaires; secondary data is through books, references from journals.

**RESULTS AND FINDINGS**

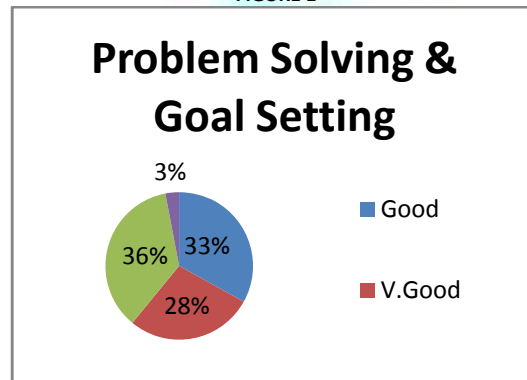
**1. The problem solving & Goal setting process in your team is...**

- a) Good      b) Very good
- c) Concern      d) Dysfunctional

**TABLE 1: PROBLEM SOLVING AND GOAL SETTING IN THEIR TEAM**

Details	No. of Respondents	% of Respondents
Good	33	33%
Very Good	28	28%
Concern	36	36%
Dysfunctional	3	3%

**FIGURE 1**



**Interpretation:** As per the data given the graphical presentation shows the response from different team members for problem solving & goal setting process taken place in their organization. 33% of respondents say problem solving & goal setting in their team is good, 28% say it as very good, 36% say it need to be concerned and 3% of respondents say its dysfunctional in their team.

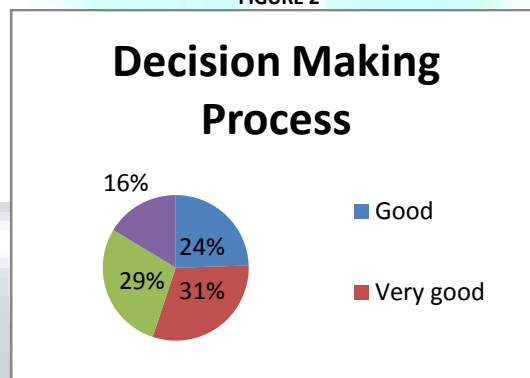
**2. How well your team follows use of talents, procedures and the quality of decision making process?**

- a) Good      b) Very good
- c) Concern      d) Dysfunctional

**TABLE 2: DECISION MAKING PROCESS IN THEIR TEAM**

Details	No. of Respondents	% of Respondents
Good	24	24%
Very Good	30	30%
Concern	28	28%
Dysfunctional	16	16%

**FIGURE 2**



**Interpretation:** As per the graphical presentation it shows that the decision making process in the team is very good by 31% of respondents, 24% of respondents say the decision making process in there team is good, whereas 2% if respondents say it need to be concerned and 16% say its dysfunctional.

**3. Does your team believe in Team development is Individual development?**

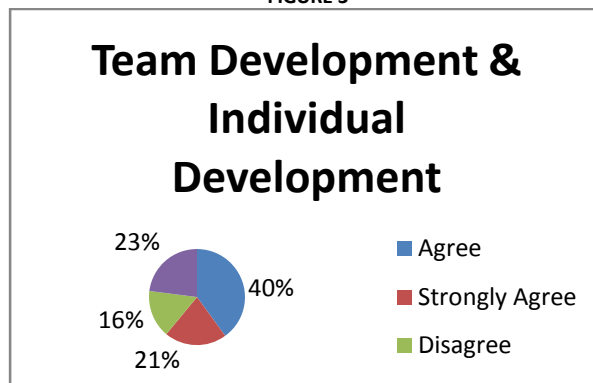
- a) Agree      b) Strongly Agree
- c) Disagree      d) Neutral

**TABLE 3: BELIEF IN TEAM DEVELOPMENT IS INDIVIDUAL DEVELOPMENT**

Details	No. of Respondents	% of Respondents
Agree	40	40%
Strongly Agree	21	21%
Disagree	16	16%
Neutral	23	23%



FIGURE 3



**Interpretation:** As per the data collected the team members response for team development is individual development is 40% of team members agree that team development is individual development is considered in their team ,21% strongly agree ,16% disagree with the statement and 23% respondents say its neutral.

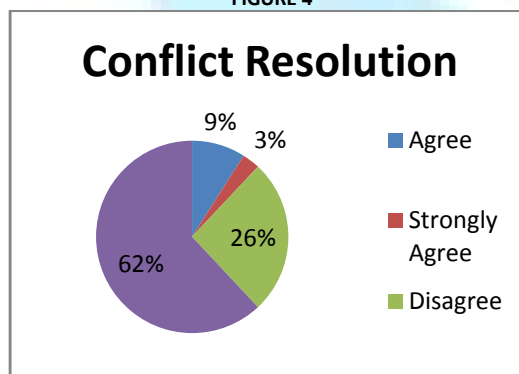
**4. Does your team build a process for conflict resolution if and when they arise?**

- a) Agree
- b) Strongly Agree
- c) Disagree
- d) Neutral

TABLE 3: BUILDING CONFLICT RESOLUTION PROCESS

Details	No. of Respondents	% of Respondents
Agree	9	9%
Strongly Agree	3	3%
Disagree	26	26%
Neutral	62	62%

FIGURE 4



**Interpretation:** As per the respondents the conflict resolution in their respective teams are solved upto 9% agree for the statement,3% strongly agree with the statement ,whereas 26% disagree and 62% respondents say its neutral.

The data is collected from various teams in different departments to know about the team building process and progress in the organization. When it comes to problem solving and goal setting, team members are satisfied up to 28% and 36% show concern about the same. When it comes to decision making process 31% of team members are satisfied with their team. 21% strongly agree that team development is individual development whereas when it comes to conflict resolution in their respective teams, up to 3% team members agree. Concern must merely show in conflict resolution in teams to increase productivity, team collaboration and individual goal achievement which leads to their own benefit and that of organizations.

**CONCLUSION**

A teambuilding is nothing but a team which works together with mutual understanding among the team members and accurate guidance from the team mentor and trust most importantly that team development is both for organizational and individual growth. Therefore the team should be working together for problem solving, conflict resolution, decision making process in order to achieve team’s purpose.

In order build a good team, team members are to be cheered to work for common moral of the organization .Team should be well-informed about the different phases of expansion teams can be expected to go through. Team should believe in Team development is Individual development. Information technology engineering is basically teamwork. Team building and working within a team and towards team goals plays a major role in the success of any Project.

**LIMITATIONS**

Even after a thorough study there are limitations to the study because of the time limit provided by the organization, interaction with each member of the teams was not possible directly which affected the accuracy of the study. The limited heterogeneity in respondent’s demographic characteristics could have affected both the nature and the extent of the interpreter variables attaching themselves to the references process.

**SCOPE FOR FURTHER RESEARCH**

The study consists of various aspects related to team building, conflict resolution, team development and individual development, decision making process which are vast concepts and can be evaluated with different methods taking different types of teams in IT Industry. The areas such as conflict resolution is never ending process and they may occur between individual team members or team heads or between management or the employees all such conflicts have a vast scope of study which can be covered in further studies.

Many professionals like Salesmen, Managers and customer service representative’s deals with people on daily basis. In contrast most of the technical professionals working in the information technology industry work on either software or hardware or applications and less with people. So team building

activities and tools developed for other professionals may not suit directly for IT employees and these team building tools need to be adapted for this specific industry to get better results. And there is lot of scope and requirement for such specific tools targeting IT professionals.

Results of the team building activities are hard to measure as these are not testable skills. Therefore there is lot of scope for research in developing methods to measure the effectiveness of team building activities and tools.

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