



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## Effectiveness of E-Learning platform in training and development of employees in I.T SECTOR in Coimbatore

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### ABSTRACT :

The rapid advancements in technology and the dynamic nature of the IT industry have necessitated continuous employee training and development. E-learning platforms have emerged as a vital tool to meet these demands, offering flexible, scalable, and cost-effective training solutions. This thesis explores the effectiveness of e-learning platforms in the training and development of employees in the IT sector in Coimbatore district. The study examines various dimensions of e-learning, including accessibility, content relevance, ease of use, employee engagement, and learning outcomes. It also evaluates the role of these platforms in addressing skill gaps, enhancing employee productivity, and fostering career growth. Through a combination of quantitative and qualitative research methods, data was collected from IT professionals and HR managers across leading organizations in the district. Findings reveal that e-learning platforms significantly improve knowledge acquisition and retention while offering employees the flexibility to learn at their own pace. However, challenges such as lack of interaction, motivation, and adaptability among employees were also identified. The study underscores the need for organizations to integrate e-learning with traditional training methods to achieve optimal results. The thesis concludes with actionable recommendations for organizations to enhance the effectiveness of e-learning initiatives, thereby contributing to the overall growth of the IT sector in Coimbatore district.

### INTRODUCTION

The IT sector is one of the fastest-growing industries globally, characterized by rapid technological advancements and a highly competitive environment. To remain relevant and achieve organizational goals, companies in this sector must invest in the continuous training and development of their employees. In recent years, e-learning platforms have gained prominence as a transformative tool for delivering efficient and scalable training solutions.

E-learning leverages digital technologies to provide flexible, cost-effective, and personalized learning experiences. Unlike traditional training methods, e-learning platforms enable employees to access training materials anytime and anywhere, making it particularly suitable for the fast-paced IT industry. These platforms offer a range of features, including interactive modules, virtual classrooms, real-time assessments, and performance analytics, which enhance the overall learning experience. In the context of Coimbatore district, a growing IT hub in India, the adoption of e-learning platforms has been increasingly recognized as a strategic approach to upskilling employees. However, the effectiveness of these platforms in addressing the unique challenges of the IT sector, such as rapid technological obsolescence and the need for continuous innovation, remains a critical area of study.

### OBJECTIVES

- To analyze the awareness and adoption level of e-learning platforms among IT employees in Coimbatore City.
- To examine the impact of e-learning platforms on the skill development and productivity of IT employees.
- To assess the advantages and challenges faced by employees while using e-learning platforms for training and development.
- To evaluate the effectiveness of e-learning compared to traditional training methods in the IT sector.

### RESEARCH AND METHODOLOGY

#### RESEARCH:

Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines.

**RESEARCH METHODOLOGY:**

Research methodology is the description, explanation and justification of various methods of conducting research. This includes the research design, source of data collection, sampling design, size of the sample, hypothesis, and statistical tools used for the data analysis and interpretation.

**SAMPLING TECHNIQUE:**

Convenience sampling technique was adopted in the selection of sample units. About 153 respondents in Coimbatore were chosen for the study.

**COLLECTION OF DATA:**

The study depends upon both primary and secondary data.

**PRIMARY DATA:**

Primary data refers to data collected for the first time, making it original in nature. In this study, primary data is gathered from employees in the IT sector through a well-structured questionnaire.

**SECONDARY DATA:**

Secondary data is information that has already been collected by others and is available for use in research. It comes from sources like books, journals, newspapers, websites, and government records. Since it is pre-existing data, it is easier to access and requires less effort compared to primary data.

**AREA OF STUDY:**

The present study was conducted among employees in the IT sector in Coimbatore District.

**PERIOD OF STUDY:**

The project work, titled “Effectiveness of E-Learning Platforms in Training and Development of Employees in the IT Sector in Coimbatore District,” was carried out over a period of four months, from December 2023 to March 2024.

**TOOLS FOR ANALYSIS:**

The tools used for the data analysis in the research are:

**Simple Percentage Analysis:**

Simple percentage refers to a special kind of ratio. These were used to describe a relationship; they reduce everything to a common base and thereby allow meaningful comparisons to be made.

**Simple Percentage =**

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

**REVIEW OF LITERATURE:**

Dr. N. Ramu, The role of e-training for employees in the corporate world, 2024, this showed as E-training enables employees to learn at their own pace, anytime and anywhere, enhancing flexibility and learning outcomes. It eliminates the need for physical classrooms, reducing costs and improving accessibility. Interactive modules, quizzes, and personalized learning paths enhance engagement and retention. Virtual training fosters collaboration across locations, promoting diversity and cultural awareness. By optimizing time management and delivering targeted training, e-learning boosts productivity and equips employees with essential skills.

Athira Mohanan, A study on the learning and development practices in the Indian companies with special reference to NTPC, oct-2024, Learning and Development (L&D) is a crucial human resource function aimed at enhancing employee skills, knowledge, and competency for improved performance and organizational success. It involves structured training, mentorship, and digital learning to align employee growth with company goals. The Kirkpatrick Model is widely used to assess training effectiveness. The COVID-19 pandemic accelerated the shift from traditional to digital learning, leading organizations to adopt virtual platforms. Technological advancements have further enhanced accessibility and personalization in L&D. Effective L&D strategies contribute to employee engagement, retention, and overall business growth.

Chethan M, Effectiveness of e-learning platform in training and development of employees in IT sector at Bangalore city, 1 September 2023, E-learning plays a crucial role in organizations by providing employees with flexible access to learning resources, enhancing their knowledge, skills, and abilities. It reduces costs, saves travel time, and supports continuous learning. Effective training boosts employee development, career growth, and productivity. Training Needs Assessment (TNA) ensures the right training is provided to the right employees. This study examines the effectiveness of e-

learning in employee training and its impact compared to onsite training. It also explores challenges and offers suggestions for top MNCs in Bangalore.

## RESULTS AND DISCUSSION:

### *IT Employee satisfaction in the Quality of courses available on e-learning*

The quality of courses available on e-learning platform	No. of. respondents	Percentage
Very satisfied	23	15.03%
Satisfied	99	64.71%
Neutral	31	20.26%
Dissatisfied	0	0
Very dissatisfied	0	0
Total	153	100%

Interpretation: Out of the 153 respondents 23 (15.03%) respondents are very satisfied of courses available on e-learning platform, 99 (64.71%) respondents are satisfied, 31 (20.26%) respondents are neutral. No one has chosen dissatisfied and very dissatisfied.

## FINDINGS:

- Majority (50.98%) of the respondents is below 25 years.
- Majority (64.71%) of the respondents are female.
- Majority (47.71%) of the respondents are Ug.
- Majority (60.13%) of the respondents are less than 1 years.
- Majority (60.13%) of the respondents are entry- level employee.
- Majority (47.06%) of the respondents are chosen company training program.
- Majority (54.25%) of the respondents are familiar with Coursera e-learning platform.
- Majority (50.33%) of the respondents are daily use e-learning platform.
- Majority (49.67%) of the respondents are skill enhancement.
- Majority (60.31%) of the respondents are preferring technical/programming courses.

## SUGGESTION:

To enhance the effectiveness of an e-learning platform for training and development in the IT sector of Coimbatore District, it is essential to focus on customization, engagement, accessibility, and continuous improvement. The platform should offer personalized learning paths tailored to different job roles and expertise levels, using AI-driven recommendations to bridge skill gaps. Engaging content, including gamification, AR/VR simulations, and real-world case studies, can make learning more interactive and practical. A blended learning approach that combines online courses with live webinars, virtual workshops, and mentorship programs can improve knowledge retention and application. Mobile-friendly access with offline learning options ensures flexibility, enabling employees to learn at their convenience. AI-powered progress tracking, real-time analytics, and automated assessments help measure learning outcomes and provide personalized feedback. Additionally, offering industry-recognized certifications from partners like Google, Microsoft, or AWS can add value to employees' career growth. Building a strong peer-learning community through discussion forums, mentorship programs, and Q&A sessions fosters collaboration and knowledge sharing. Integration with workplace tools like Slack, Microsoft Teams, and Jira enhances the seamless learning experience. Data security and compliance with IT regulations should also be prioritized to protect sensitive employee information. Lastly, gathering regular feedback from employees and continuously improving course content based on industry advancements will ensure the platform remains relevant and effective in meeting organizational training needs.

## CONCLUSION:

The study on the effectiveness of e-learning platforms in the training and development of employees in the IT sector in Coimbatore district highlights their significant impact on enhancing skills, knowledge retention, and overall productivity. The findings reveal that e-learning offers flexibility, cost-effectiveness, and accessibility, making it a preferred choice for both employers and employees. The ability to provide personalized learning experiences, track progress, and integrate new technologies further strengthens its role in workforce development. However, challenges such as digital literacy gaps, engagement issues, and the need for reliable internet connectivity must be addressed to maximize its benefits. Overall, e-learning platforms have proven to be a valuable tool for continuous learning and career growth in the dynamic IT sector, supporting organizations in staying competitive in an evolving digital landscape.

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