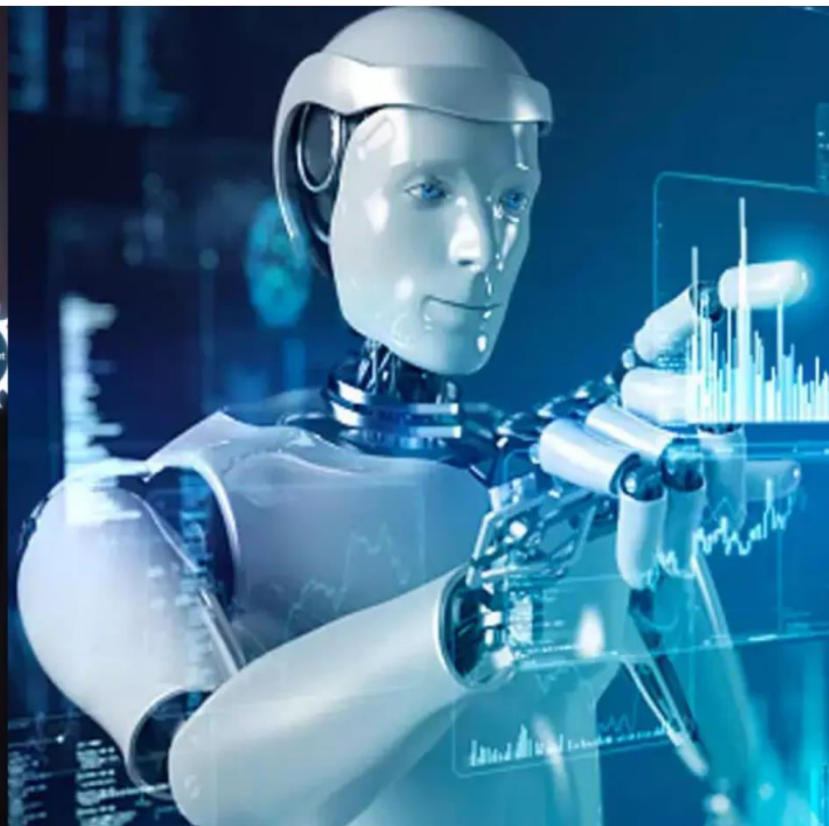




# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 9.935**

**Volume 15, Issue 6, June 2026**

# A Study on Career Planning and Development towards GRB Dairy Products at Hosur

Mounika E, Dr.T. N.Seenivasan MBA., PhD,

Final Year MBA Student, Gnanamani College of Technology, Gnyanamani Educational Institutions, Namakkal,  
Tamil Nadu, India

Associate Professor, Department of MBA, Gnanamani College of Technology, Gnyanamani Educational Institutions,  
Namakkal, Tamil Nadu, India

**ABSTRACT:** A study on career planning and development practices at GRB Dairy Products, Hosur, and their impact on employee satisfaction and organizational growth. Career planning helps employees identify career goals and improve their skills, while career development enables organizations to prepare employees for future responsibilities. The study also explores the relationship between career development and work-life balance. The research is descriptive in nature and is based on primary data collected from 150 employees using a structured questionnaire. Convenience sampling was adopted, and the data were analyzed using percentage analysis, Chi-square, Correlation, and ANOVA.

**KEYWORDS:** career goals, career advancement, career planning, career development, work-life balance

## I. INTRODUCTION OF THE STUDY

Career planning and development for employees is crucial for achieving work-life balance, particularly in demanding sectors like the dairy industry, which often involves long, irregular hours. Research indicates that integrating work-life balance (WLB) initiatives with professional development opportunities leads to higher job satisfaction, increased productivity, and improved employee retention. Work-life balance is a complex idea with many facets, including time management, job expectations, and personal obligations. The increased acknowledgment of the significance of work-life balance is shown in the increasing popularity of flexible work arrangements, remote working choices, and organizational policies targeted at enhancing it. Achieving a real balance is still difficult, though, because it depends on several variables, such as cultural norms, work characteristics, corporate culture, and individual preferences. Career planning stands as the strategic process an individual uses to arrange his or her career path by developing or mapping out an individual's skills, interests, and aspirations. Career planning is most needed for personal and professional growth. It helps individuals make key decisions on activities and courses that need to be developed, for example, choices in education, jobs, and other career-related decisions that normally involve life-altering results. Career development is a lifelong ongoing process that assists individuals in managing their career paths and achieving their full potential. It includes gaining new skills, setting career goals, exploring job opportunities, and making strategic decisions that help them to move forward in their career. This can happen through education, training, mentorship, job experiences, or taking on new challenges.

## OBJECTIVES OF THE STUDY

- The study dairy organization supports to achieving a healthy work-life balance
- The Organisational career development aims for the fulfillment of career needs of all the employees
- The career planning efforts to be effective must receive consistent support and help from the management
- The career development programs and activities to support their employees' career growth
- Management effectively addresses work-life issues specific to the operational environment of dairy production
- The shift patterns/seasonal demands inherent in the dairy product industry make achieving work-life balance particularly challenging

## II. REVIEW OF LITERATURE

**Harahap and Sugiarti (2024)** Another study also states that employees who perceive their organization supports their career growth are more likely to be engaged in their work. High levels of engagement correlate with improved productivity and job performance. Through several research, it is also proven that career development significantly affects the job satisfaction of an employee. Based on prior research, it can be stated that effective career development is essential for employee job satisfaction and organizational performance. However, career development has a beneficial but not statistically significant impact on employee job satisfaction, according to research by.

**Karjuni et al., (2024)** The career planning of work-life balance and career development presents a complex and often challenging dynamic in modern professional life. Striking a harmonious equilibrium between managing personal responsibilities and pursuing career growth involves navigating competing demands and expectations. On one hand, achieving a robust work-life balance enables individuals to maintain their well-being, reduce stress, and improve job satisfaction, which can enhance overall job performance and create a positive work environment. This improved performance can, in turn, support career development by making employees more effective and engaged.

**Greenhaus, J. H., and Allen, T. D. (2025)** The result can be used by the dairy company to decide, either the companies must provide support and facilities or not for employee career development in order to achieve employee job satisfaction. Work-Life Balance The ability of people to successfully coordinate their personal and professional lives is known as work-life balance. According to research conducted by work-life balance is achieved when individuals can fulfill their work and family commitments without excessive conflict between the two domains. To improve general wellbeing and job satisfaction, this balance is crucial. A good work-life balance contributes to reduced stress levels and improved mental health. Research indicates that workers who effectively balance their personal and professional life report feeling better and experiencing less burnout.

## III. RESEARCH METHODOLOGY

The research was of descriptive design; aim to procure a clear, complete and accurate description of the situation. A structured un-disguised interview schedule was designed to source and collect source. The schedule method was opted since the method would help to concise amount of information. The sampling techniques was used for the survey was convenience sampling. Primary data is original and collected by the researcher freshly. In this study primary data was collected through questionnaire. Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

### PROFILE OF THE RESPONDENTS

Variables	Categories	No. of Respondents	Percentage (%)
<b>Gender</b>	Male	62	47.7
	Female	68	52.3
<b>Age</b>	Below 21 years	24	18.5
	21–30 years	43	33.1
	31–35 years	28	21.5
	36–40 years	25	19.2
	Above 40 years	10	7.7
<b>Educational Qualification</b>	School level	27	20.8
	Diploma	54	41.5
	Under graduate	16	12.3
	Post graduate	25	19.2
	Others	8	6.2
<b>Monthly Income</b>	Below Rs. 25,000	43	33.1

Variables	Categories	No. of Respondents	Percentage (%)
	Rs. 25,000 – Rs. 30,000	28	21.5
	Rs. 30,000 – Rs. 35,000	22	16.9
	Rs. 35,000 – Rs. 40,000	22	16.9
	Above Rs. 40,000	15	11.5
<b>Achievement of Individual Career Goals</b>	Strongly agree	54	41.5
	Agree	28	21.5
	Neutral	23	17.7
	Disagree	17	13.1
	Strongly disagree	8	6.2

Source: Primary Data

### INTERPRETATION

The consolidated table shows that 52.3% of the respondents are female, while 47.7% are male. In terms of age, 33.1% of the respondents belong to the 21–30 years age group, followed by 21.5% in the 31–35 years age group, 19.2% in the 36–40 years age group, 18.5% below 21 years, and 7.7% above 40 years. Regarding educational qualification, 41.5% of the respondents hold a diploma, 20.8% have completed school-level education, 19.2% are post graduates, 12.3% are under graduates, and 6.2% fall under other educational qualifications. With respect to monthly income, 33.1% of the respondents earn below Rs. 25,000, 21.5% earn between Rs. 25,000 and Rs. 30,000, 16.9% earn between Rs. 30,000 and Rs. 35,000, another 16.9% earn between Rs. 35,000 and Rs. 40,000, and 11.5% earn above Rs. 40,000. Regarding the achievement of individual career goals, 41.5% of the respondents strongly agree that they have achieved their career goals, 21.5% agree, 17.7% remain neutral, 13.1% disagree, and 6.2% strongly disagree.

### CHI-SQUARE ANALYSIS

#### NULL HYPOTHESIS

**HO:** There is no significance between the Educational Qualification of the respondents and Aware of the formal career development.

#### ALTERNATIVE HYPOTHESIS

**H1:** There is significance between the Educational Qualification of the respondents and Aware of the formal career development.

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.194E2 <sup>a</sup>	16	.000
Likelihood Ratio	261.804	16	.000
N of Valid Cases	130		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .37.

**RESULT**

The Pearson Chi-Square test reveals a statistically significant association between the variables (Chi-square = 319.4, df = 16,  $p < .001$ ), though the high percentage of cells (60%) with low expected counts suggests the model may lack reliability. This violation of the chisquare assumption indicates that the observed significance might be inflated, and an exact test or merging of categories should be considered for more accurate results.

**CORRELATION**

The table shows that the relationship between Monthly income of the respondents and Support and help from the top management

		Monthly income	Support and help from the top management
Monthly income	Pearson Correlation	1	.940**
	Sig. (2-tailed)		.000
	N	130	130
Support and help from the top management	Pearson Correlation	.940**	1
	Sig. (2-tailed)	.000	
	N	130	130

Correlation is significant at the 0.01 level (2-tailed).

**RESULT**

The Pearson correlation indicates a near-perfect, statistically significant positive relationship between Monthly Income and Support from Top Management ( $r = .940$ ,  $p < .001$ ,  $N = 130$ ), suggesting that higher income levels are very strongly associated with greater perceived management support.

**ANOVA**

**NULL HYPOTHESIS**

**H<sub>0</sub>:** There is no significant relationship between Age of the respondents and Positively affect my overall life satisfaction.

**ALTERNATIVE HYPOTHESIS**

**H<sub>1</sub>:** There is a significant relationship between Age of the respondents and Positively affect my overall life satisfaction.

## Descriptives

### ANOVA

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	161.039	4	40.260	188.593	.000
Within Groups	26.684	125	.213		
Total	187.723	129			

## RESULT

The ANOVA results demonstrate a highly significant difference in age across the studied groups ( $F(4, 125) = 188.59, p < .001$ ), indicating that age is a major distinguishing factor between the categories. The very high F-value suggests that the variation between group means is substantially larger than the variation within each group, confirming a robust statistical effect.

## IV. SUGGESTIONS

- To create a personalized roadmap that includes flexible routines, micro-learning sessions, and scheduled short breaks to align work with your natural productivity peaks.
- Set specific times throughout the workday for self-care, such as 30 minutes of fresh air or meditation, and use separate digital devices or browser profiles for work and personal life to maintain mental separation.
- Use digital tools to limit real-time interruptions; for example, block specific times to read emails rather than checking them continuously, and turn off push notifications to preserve deep-work time.
- Schedule heavier task loads for the beginning of the week and wind down toward the weekend to allow employees to transition more easily into personal time.

## V. CONCLUSION

In conclusion, achieving a balance between work-life integration and career development is a complex and ongoing process. While work-life balance can positively impact job satisfaction and reduce burnout, it may also limit career growth opportunities. Conversely, pursuing career development often requires significant time and energy, which can strain work-life balance. Dairy Organizations play a crucial role in supporting employees in managing these competing demands. By implementing flexible work arrangements, providing career development opportunities, and promoting a culture of work-life balance, organizations can help employees achieve both career success and personal well-being. Future research should explore the long-term effects of work-life balance policies on career development and investigate new trends in work arrangements and career development. Understanding these dynamics will be essential for developing effective strategies that support employees in achieving both work-life balance and career growth.

## REFERENCES

1. Haar et al., (2019) The Effect Career Development and Rewards on Job Satisfaction (Study of Human Resource Management Literature).
2. Millennials (Tirta & Enrika, 2020) Organisational predictors of work-family practices. Asia Pacific Journal of Human Resources, 36(3), 31-49.
3. Hutchinson, D. (2020) Career Development and validation of a multidimensional measure of family supportive supervisor behaviors (FSSB). Journal of Management, 35(4), 837-56
4. Jessica et al. (2023) The Influence of Work-Life Balance, Work Stress on Work Engagement and Performance. International Journal of Scientific and Management Research, 06(11), 111-121.
5. Darcy et al. (2023) The Evolution of Work-Life Balance: Redefining Priorities in Human Resource Management. Dinasti International Journal of Economics, Finance & Accounting, 5(1), 23-34.

6. E.A., et al. (2023) The Effect of Compensation, Work Environment, Career Development On Job Satisfaction With Employee Work Motivation AsAn Intervening Variable In Rs X. *Jurnal Health Sains*, 4(9), 75-89.
7. Harahap and Sugiarti (2024) The Effect of Compensation, Career Development, and Work-Life Balance. *Indonesian Journal of Social Technology*, 5(3).
8. (Karjuni et al., 2024) the Effect of Work Environment and Work-life Balance on Job Satisfaction: Work Stress as a Mediator. *Journal of Economics, Management and Trade*, 54–65
9. Greenhaus, J. H., and Allen, T. D. (2025) Work-Life Balance and Career Development Towards Job Satisfaction under a Creative Commons Attribution NonCommercialShareAlike 4.0 International License.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details