

**Relationship Between Human Resource Practices On The
Effectiveness Talent Management Programme Amongst
Generation Y**

**Dissertation Submitted to the
Othman Yeop Abdullah Graduate School
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Master of Human Resource Management**

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ABSTRACT

Managing talent management programme is a goal oriented process to maximize the productivity of employees and is a critical aspect of organizational effectiveness. However, relatively limited research has been conducted on the relationship between the effectiveness talent management programme and human resource practices especially in Malaysia. The purpose of this study is to examine the relationship between human resource practices and the effectiveness talent management programme in a Multimedia Development Corporation Berhad, Malaysia (MDeC). Data were collected from 270 respondents and analysed through questionnaires. The results was being analyzed by using Statistical Package for Social Science (SPSS) Version 19.0.

From the data analysed, the results revealed that the independent variable (four variables in human resources practices) have moderate positive correlations with dependent variables (the effectiveness talent management programme). The findings, recommendations and suggestion for future research also were discussed.

ABSTRAK

Pengurusan bakat di sebuah organisasi adalah satu proses berorientasikan matlamat bagi memaksimumkan produktiviti pekerja dan ianya adalah kritikal untuk memastikan organisasi itu efektif. Walaubagaimanapun, kajian mengenai hubungkait keberkesanan pengurusan bakat dengan pengurusan sumber manusia adalah terhadap terutamanya di Malaysia. Sehubungan dengan itu, tujuan kajian ini adalah untuk menilai hubungan keberkesanan pengurusan bakat dengan pengurusan sumber manusia di Syarikat Pembangunan Multimedia Berhad, Malaysia (MDeC). Maklumat mengenai soal selidik telah dikumpul daripada 270 responden dan dianalisa dengan menggunakan perisian “Statistical Package for Social Science (SPSS)” versi 19.0.

Hasil daripada data yang dianalisa, pemboleh ubah tidak bersandar iaitu (empat elemen pengurusan sumber manusia) menunjukkan penyumbang petunjuk yang positif dengan keberkesanan pengurusan bakat. Penemuan kajian, cadangan dan syor untuk kajian dimasa akan datang juga dibincangkan di akhir kajian ini.

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TABLE OF CONTENTS

	Page
FRONT PAGE	i
CERTIFICATE OF PROJECT PAPER	ii
PERMISSION TO USE	iii
DECLARATION	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGMENT	vii
TABLE OF CONTENT	viii-x
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER 1 : INTRODUCTION	
1.1 Introduction	1
1.2 Background of The Study	1-6
1.3 Problem Statement	6-9
1.4 Research Questions	9-10
1.5 Research Objectives	10
1.6 Significance of Study	10-12
1.7 Scope of Study	13
1.8 Definition of Key Terms	13-15
1.8 Summary	15
CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	16
2.2 Talent Management at MDeC Berhad	16-17
2.3 Definition and Conceptualization of Variables	18
2.4 Talent Management in Practice	18-22
2.5 The Drivers of Talent Management	23-26
2.6 The Four Elements of Human Resource Practices	26-33

2.7	Defining Gen Y	33-37
2.8	Summary	37

CHAPTER 3 : METHODOLOGY

3.1	Introduction	38
3.2	Conceptual Framework	38-39
3.3	Hypothesis Development	39-40
3.4	Research Design	40
3.5	Population and Sample	41-42
3.6	Measurement of Variables	42
3.7	Design of Questionnaires	42-44
3.8	Data Collection Procedure	44
3.9	Pilot Study	45
3.10	Technique of Analysis	46-47
3.11	Data Screening	47-49
3.12	Conclusion	49

CHAPTER 4 : FINDINGS

4.1	Introduction	50
4.2	Response Rates	50
4.3	Data Input And Coding Process	51
4.4	Data Collection Process	51-52
4.5	Data Screening	53-57
4.6	Homogeneity Test	58
4.7	Data Analysis	58-59
4.8	Respondent Profile	59-62
4.9	Cronbranch Alpha for Actual Data	62
4.10	Hypothesis Testing	63-65
4.11	Regression Analysis	65-66
4.12	Conclusion	66

CHAPTER 5 : DISCUSSIONS

5.1	Introduction	67
5.2	Achieving Research Objectives	67
5.2.1	Objectives One	68-70
5.2.2	Objectives Two	70-71
5.2.3	Objectives Three	71-73
5.3	Human Resource Practices and The Effectiveness TMP	73-80
5.4	Limitation of the Study	81
5.5	Recommendations	81-82
5.6	Conclusion	83-84

REFERENCES	85-93
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APPENDIX A : Questionnaires	94-98
APPENDIX B : Demographics Variables Results	99-101
APPENDIX C : Pilot Study Results	102-103
APPENDIX D : Data Screening Results	104-107
APPENDIX E : Factor Analysis Results	108-116
APPENDIX F : Correlation Results	117-119

LIST OF TABLES

	Page
Table 3.1: The normality results	49
Table 4.1: Data Input Results	51
Table 4.2: Data Coding Results	51
Table 4.3: Data Missing Results	53
Table 4.4: Univariate and Multivariate Results	54
Table 4.5: Linerity and Value of Skewness and Kurtosis Results	56
Table 4.6: Test of Normality	57
Table 4.7: Homoscedesticity Results (z Scores)	57
Table 4.8: Means for The Effectiveness TMP Results	58
Table 4.9: Respondent Demographics Results	59
Table 4.10: Cronbranch Alpha Value Results	62
Table 4.11: Pearson Coorelation Results	64
Table 4.12: Summary Pearson Coorelation Results	66
Table 4.13: Multi Regression Analysis	65
Table 4.14: Percentage on HR Practices Results	66

LIST OF FIGURES

	Page
Figure 3.1: Conceptual Framework	39
Figure 4.1: Homoscedesticity	57
Figure 4.2: Contributing Factor Seeking Employment MDeC Berhad	60
Figure 4.3: Contributing Factor for People Joining MDeC Berhad	61

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This research will focus on human resource practices and the effectiveness on the talent management programme which relates to staffing, training development, performance appraisals, compensation and rewards function. This is important to retain the talented employees especially Gen Y within the organization as their ideas and innovations will create an impact on business strategies. Human resource practices should align with the talent management programme and recognize the importance of the talent management programme in the organization as it is pre-requested for the relevancy in the globalization business.

1.2 Background of Study

To gain competitive advantages to be relevant in the current globalization era, an organization must consistently increase on the betterment of their product quality and services through innovative offerings for the end user satisfaction. The main objectives of the organization to survive in the current challenging economics market landscape and remain competitive. As an organization incentive, their product and services must be more to attract the user or consumer and gain their heart with the features provided. Human resources also plays an important role in providing support for those activities such as recruiting talented people who will mostly contribute to the organizations successfulness. Specifically, Human resource must strategized and recruit the right people with the right skills, talent and disposition (behaviours). However, to obtain these qualities and criteria it is not an easy task for the human resource department. To recruit and keep the talented employees motivated, stay productive and remain in the organization it is

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