IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON THE EFFECTIVENESS OF DIGITAL LEARNING PLATFORMS IN IT COMPANIES

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Abstract: This study examines the effectiveness of digital learning platforms in IT companies with respect to employee training, skill development, and productivity. The research adopts a descriptive research design and collects primary data through a structured questionnaire from 120 IT employees. Statistical tools such as frequency and percentage analysis, reliability analysis, and crosstab analysis are used to interpret the data. The findings indicate that digital learning platforms significantly improve employee skills, enhance productivity, and provide flexible learning opportunities. However, challenges such as technical issues, lack of time, and limited interaction affect learning effectiveness. The study concludes with recommendations to improve usability, personalization, and engagement in digital learning systems.

Index Terms - Digital Learning, Employee Training, IT Companies, E-learning, Skill Development.

I. INTRODUCTION

Digital learning platforms have become a crucial component of employee training and development in modern organizations, particularly in the IT industry. With rapid advancements in technology and the increasing demand for continuous skill upgradation, traditional training methods are gradually being replaced by digital learning systems. These platforms offer flexibility, scalability, and accessibility, enabling employees to learn anytime and anywhere.

In IT companies, where technological changes occur frequently, employees are required to continuously update their skills to remain competitive. Digital learning platforms such as Learning Management Systems (LMS), Learning Experience Platforms (LXP), and external online learning platforms like Coursera and Udemy play a significant role in facilitating this continuous learning process. These platforms provide a wide range of learning resources including video lectures, assessments, certification programs, and real-world case studies.

One of the key advantages of digital learning is its ability to offer personalized learning experiences. Employees can choose courses based on their interests, job roles, and career goals. Additionally, organizations benefit from reduced training costs and improved training efficiency. However, despite these advantages, several challenges exist. Technical issues, lack of time, limited interaction with instructors, and reduced motivation may affect the overall effectiveness of digital learning.

Therefore, it is important to evaluate how effectively these platforms contribute to employee development. This study aims to analyze the effectiveness of digital learning platforms in IT companies with respect to skill development, productivity, satisfaction, and challenges faced by employees.

II. LITERATURE REVIEW

Digital learning has gained significant attention in recent years due to its ability to enhance employee training and development. According to Clark and Mayer (2016), e-learning provides structured and flexible learning environments that improve knowledge retention and learner engagement. Similarly, Noe et al. (2014) highlighted that digital learning supports continuous learning in organizations, which is essential in dynamic industries like IT.

Research by Sun et al. (2008) identified key factors influencing the success of e-learning systems, including system quality, content quality, and learner satisfaction. Their study emphasized that user-friendly interfaces and relevant content play a major role in improving the effectiveness of digital learning platforms.

Several studies suggest that digital learning platforms contribute to employee productivity and performance. Interactive features such as quizzes, gamification, and real-time feedback enhance learner engagement and motivation. Additionally, personalized learning recommendations help employees focus on relevant skills, improving overall efficiency.

However, some researchers have pointed out limitations of digital learning. Limited interaction with instructors and peers may reduce collaborative learning experiences. Technical issues such as system downtime and slow performance can also negatively impact user experience. Furthermore, lack of time and workload pressure are major barriers preventing employees from fully utilizing digital learning platforms.

Overall, the literature indicates that while digital learning platforms offer numerous benefits, their effectiveness depends on factors such as usability, content relevance, interaction, and organizational support.

III. RESEARCH METHODOLOGY

3.1 Research Design

This study adopts a descriptive research design to analyze employee perceptions and experiences regarding digital learning platforms. The descriptive approach is suitable as it focuses on understanding existing conditions without manipulating variables.

3.2 Data Collection

Both primary and secondary data are used in this study. Primary data is collected through a structured questionnaire using Google Forms, targeting employees working in IT companies. Secondary data is collected from research journals, articles, and online sources related to digital learning.

3.3 Sample Size and Sampling Technique

The study is based on a sample of 120 respondents. Convenience sampling is used due to ease of access and time constraints. The respondents include employees from different job roles and experience levels.

3.4 Tools Used for Analysis

The collected data is analyzed using SPSS software. The following statistical tools are used:

- Frequency and Percentage Analysis
- Reliability Analysis (Cronbach's Alpha)
- Crosstab Analysis

The reliability analysis shows a Cronbach's Alpha value of 0.867, indicating high internal consistency of the data.

IV. DATA ANALYSIS AND INTERPRETATION

The analysis of responses provides valuable insights into the effectiveness of digital learning platforms.

A majority of respondents (over 80%) are aware of digital learning platforms used in their organizations, indicating high awareness levels. In terms of usage, employees reported mixed usage frequency, with most respondents using digital learning platforms occasionally or frequently.

Regarding time spent on learning, the majority of respondents indicated that they spend between 1 to 5 hours per week on digital learning activities. This suggests moderate engagement levels among employees.

In terms of skill development, a significant proportion of respondents agreed that digital learning platforms help improve their job-related skills. Similarly, most respondents agreed that these platforms contribute to increased professional productivity.

The relevance of learning content is another key factor. A large percentage of respondents agreed that the content available on digital platforms is relevant to their job roles, indicating that organizations are providing appropriate learning materials.

Ease of use and accessibility were also rated positively, with most users finding the platforms easy to navigate. Flexibility in learning was identified as a major advantage, allowing employees to learn at their own pace.

However, certain challenges were identified. Technical issues were reported by a considerable number of respondents, affecting their learning experience. Additionally, lack of time due to workload and limited interaction with instructors were found to be significant barriers.

Reliability Analysis

The Cronbach's Alpha value of 0.867 indicates that the questionnaire used in the study is highly reliable.

Crosstab Analysis

The crosstab analysis reveals that gender does not significantly influence satisfaction levels. However, work experience has an impact on usage frequency, indicating that experienced employees tend to use digital learning platforms differently compared to less experienced employees.

V. RESULTS AND DISCUSSION

The findings of the study clearly indicate that digital learning platforms are effective tools for employee training and development in IT companies. The majority of respondents expressed positive opinions regarding the impact of these platforms on skill development and productivity.

The study highlights that relevant and job-oriented content plays a crucial role in improving learning outcomes. User-friendly interfaces and flexible learning options further enhance employee engagement.

However, the study also identifies key challenges such as technical issues, lack of time, and limited interaction. These factors can reduce the effectiveness of digital learning platforms if not addressed properly.

The results are consistent with previous studies, which emphasize the importance of content quality, system usability, and organizational support in determining the success of digital learning systems.

VI. CONCLUSION

The study concludes that digital learning platforms are highly effective in supporting employee training and development in IT companies. They provide flexible learning opportunities, enhance job-related skills, and improve overall productivity.

Despite the positive outcomes, certain challenges need to be addressed to maximize the effectiveness of these platforms. Organizations should focus on improving system performance, enhancing interactivity, and providing better support to learners.

In conclusion, digital learning platforms have significant potential to transform corporate training, provided that continuous improvements are made to meet the evolving needs of employees.

VII. RECOMMENDATIONS

- Improve user interface and navigation for better usability
- Introduce interactive features such as quizzes and gamification
- Provide personalized learning recommendations
- Reduce technical issues and improve system reliability
- Include expert sessions, mentoring, and live interactions
- Encourage employees to allocate dedicated time for learning

VIII. FUTURE RESEARCH

- Conduct studies with larger sample sizes across multiple organizations
- Compare digital learning effectiveness across different industries
- Use advanced statistical techniques such as regression analysis
- Study the impact of AI-based and adaptive learning systems
- Analyze long-term impact of digital learning on career growth

IX. LIMITATIONS OF THE STUDY

- The study is limited to a sample size of 120 respondents
- Only IT sector employees are considered
- Convenience sampling may limit generalization
- Responses are based on individual perceptions
- Time constraints limited deeper analysis

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