THE ATTITUDES OF HUMAN CAPITAL IN INTERNATIONAL COMPANIES TOWARDS USING PODCASTING AS AN INNOVATIVE ASYNCHRONOUS TRAINING AND DEVELOPING TOOL

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ABSTRACT

Although many studies discussed podcasting benefits from different areas like (Lee & Chan, 2007; Evans, 2008; Kennedy et al., 2011) no one discussed the attitudes of Human Capital towards Using it as an Innovative Asynchronous training and developing tool. so this paper aims to investigate these attitudes. In order to do so, The researcher investigated a field study taking a sample participants of 120 workers from the studied companies and gave them a five-point Likert scale questionnaire about their attitudes towards Using Podcasting in training. The data were analyzed using SPSS. It was found that participants had a very positive attitude toward podcasts and had very high motivation to develop their skills with the help of podcasts.

Keywords: *Human Capital; International Companies; Podcasting; Developing Tool.*

Jel Classification: *E24, O10, F10*

PODCASTİNG YÖNTEMİNİN ULUSLARARASI FİRMALARDAKİ İNSAN KAYNAKLARI DAVRANIŞLARINA KARŞI YENİLİKÇİ VE EŞZAMANLI OLMAYAN EĞİTİM VE GELİŞİM ARACI OLARAK KULLANILMASI

ÖZ

Pek çok araştırma (Lee & Chan, 2007; Evans, 2008; Kennedy et al., 2011) ses kayıtlarının farklı alanlarda sağladığı faydaları incelerken, ses kayıtlarının insan kaynakları davranışlarına karşı yenilikçi ve eşzamanlı olmayan eğitim ve gelişim aracı olarak kullanılmasını inceleyen yeterli çalışma yoktur. Bu yüzden bu çalışmanın amacı eşzamanlı olmayan ses kayıtlarının eğitimdeki önemini konu almıştır. Çalışma, belirlenen bir firmada çalışan 120 işçinin kullanıldığı bir alan çalışması yardımıyla gerçekleşmiştir. Çalışmada 5'li Likert ölçeği kullanılarak eğitimde ses kayıtlarının davranışlarına etkisini konu alan bir anket hazırlanmıştır. Çalışmanın verileri SPSS kullanılarak analiz edilmiştir. Katılımcıların ses kayıtlarına karşı olumlu bir tutumu olduğu ve ses kayıtlarının yeteneklerini geliştirmeleri açısından insanları motive ettiği tespit edilmiştir.

Anahtar Kelimeler: *Beşeri Sermaye; Uluslararası Firmalar; Podcasting; Geliştirme Aracı*

Jel Kodları: *E24, O10, F10*

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I.   INTRODUCTION

Today we have a revolution in technology and ways of helping people to get the maximum benefits of using it through their entire life and especially through their target to develop their abilities and knowledge. Also there are many technological means of communicating and training nowadays like multimedia presentations and video shows they are really difficult to produce, difficult to develop because complex multi media elements such as video, animation and interactive media like simulations and games may have a high success rate in terms of boosting attention, motivation, and interest, but they are expensive and time-consuming to develop, typically requiring a great deal of technical expertise. Podcasting is a new technology that began to spread in 2004 and it's great technological advantages encouraged many institutions like universities to use it in educating and training.

Essentially, educational podcasting is a low-cost technology based on Really Simple Syndication (RSS) that allows audio or video content from user-selected feeds to be automatically downloaded onto learners' computers as it becomes available, and then onto mobile devices such as iPods and other MP3 playback devices for listening at a time and place of their choosing (Lee & Chan, 2007). As it's an easy technological educating tool it's important to know human capital's attitudes towards using it in training and developing their skills. As Human capital development through corporate training is an essential function of the human resources department. In today's business world - where the IT revolution has leveled the playing field between big and small companies and where people are more mobile and informed than ever - it is an absolute "must" to keep hold of and develop your workforce through human capital development.

Ultimately, investing in human capital development is a must for any organization intent on maintaining marketing advantage over its competitors. Recently we have seen a huge transformation to the classic business model with a growth of online vending, the rise of social media, and apps. But behind all these still lies the human brains, which is why companies should always invest in human capital development. Organizations must continue the operation of training and development even in times of tighter budgets. There are a number of different ways organizations can train their workforce with minimal expenditures. One obvious way of controlling costs is limiting the number of people sent externally for training. Other easy ways to decrease costs and increase the quality of training in your organization is through on-the-job training, using technology, offering online training, free webinars or simply formalizing the informal training that's already occurring on a daily basis, Companies can increase the quality of training offerings while incurring little to no cost, and to enhance Trainer cognition and Trainer efficiency.

According to Delery & Shaw (2001), there is general agreement that "human capital can be a source of competitive advantage, and that HRM practices have the most direct influence on the human capital of a firm, in addition to that the complex nature of HRM systems of practice can enhance the inimitability of the system.

II.   THE PURPOSE OF THIS PAPER

The purpose of this paper is to explore the attitudes of Human Capital towards using podcasting as an investment in education and training and to know if podcasting could be the main key to progress from one level of Human Capital development to another instead of using the traditional Training.

III.   LITERATURE REVIEW

Human capital is referred as the combination of factors owned by individual employees and the collective workforce of an organization (Abeysekera, 2008:16). Human capital also includes personal traits such as intelligence; energy; attitude; reliability; commitment; ability to learn, attitude; imagination; creativity; the desire to share information, participate in a team, and focus on the goals of the firm. Human capital has been described as the source of innovation and strategic renewal regardless of where it originates, whether it originates from arranging files and other clerical works to brainstorming, re-engineering and problem-solving. The used and the useful knowledge of an employee is the source of human capital resources (Adelowotan, 2013).

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 Maritra and Mukhopadhyay (2012) confirm that investing in education and health accumulates human capital and leads to innovative technological progress which increases productivity and thus accelerates the economic growth in the long run. Also (Bergheim, 2005) demonstrates that education is the most important determinant of human capital which affects the output through various channels: education raises knowledge which helps to produce more output in a shorter time and intuitionally it is known that an educated person could learn much faster, also education enhances labor force participation in an economy and leads to output increases. Along with education, the role of experience is also very important in productivity growth. Experience generally reduces the chances of errors and increases the output during a given time period. Moreover, human capital is necessary for optimum utilization of physical capital i.e. the increase in the stock of human capital in any economy attracts investment in physical capital which in turn increases output. (Valadkhani, 2003) In addition, confirm that the basic production function expresses the importance of labor, capital, and technology in determining economic growth. In this regard (Kuruppu , 2009) prove that the contribution of labor to the expansion of output

depends on the size of the labor force and its productivity. So there is a close and positive association between human capital and productivity. Hence, educated and trained labor, the human capital, enables the efficient and optimal combination of labor and capital with a given state of technology.The empirical studies reached two types of conclusions regarding the responsiveness of economic growth to human capital. In the first strand, there is a positive relationship between human capital and growth rate, especially education and economic growth.

Podcasting is a method of distributing a digital media file or a series of files over the Internet for playback on portable media players such as iPods or personal computers Users may subscribe to a feed that links automatically to the most recent materials or download the files manually from the Internet (Lazzari, 2009) . Most of the software is available as free downloads or provided with your computer. The Sony Walkman was probably the first device designed for personal and portable audio listening but the iPod, and its associated iTunes software was the first small personal portable device that provided for downloading and playing podcasts. There are now many other providers of personal players at low to high prices. They are usually called 'MP3' or 'MP4' players. Used in this way, the term means the small portable device rather than the software (Salmon et al, 2008). This (easy to produce , easy to use) technology grabbed the attention of many universities and institutions to use in educating and training their individuals.

There are three categories of podcasts: audio" the simplest of the three to create, requiring only a microphone plus recording and possibly editing software", video podcasts " include sound and video materials. They are often called vodcasts and vodcasting… they are more complicated, time-consuming and therefore a little more expensive to create. " and Enhanced podcasts" audio podcasts with additional 'built-in' functions to aid the listener. One example of a built-in function is a small slideshow with its own audio commentary". These categories refer to the type of media file contained in the podcast (Salmon et al, 2008). According to (Morris, Tomasi, Terra, & Steppe, 2008, p. 287) there are ten types of well-known Audio podcasting: Tech Podcasts, Independent music podcasts, Science podcasts, Educational podcasts, Comedy podcasts, Husband and Wife podcasts, Sound Seeing Tour Podcasts, Serialized Novel/Short-Story Podcasts, Passionate Podcasts, Podcasts about Podcasting. We also can categorize podcasts that could be used in training to two types: Acquiring knowledge podcasts: which help listeners to acquire more information about the field of specialization and Acquiring skills podcasts: which help listeners to know new skills.

Anzai (2007) studied the use of podcasts to improve learning. The study found that podcasts were beneficial to learning because of special features they possess: for instance, the accumulation of chronologically ordered contents with RSS, mobile learning, and free

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subscription. Bongey, et al. (2006) surveyed 246 students on a course and found that the students perceived podcasts to be useful in increasing their understanding of the material covered in the lectures. Lane (2006) examined sciences students' experiences of using podcasts; 70% of the participants agreed that the podcasts supported their learning and were helpful in preparation for examinations.

According to (Geoghegan and Klass, 2013, 5-6) the most important advantages of podcasting are: being Automatic it could be downloaded, automatically, onto your computer. Once you've found a podcast you'd like to listen to or watch regularly, you can simply subscribe to the feed. the second advantage is that: it's easy to control. Podcasting puts the listener in control. Unlike e-mail distribution, where the sender decides who will get the files whether the recipients want them or not, podcasting lets the audience decide. Because you control your list of subscriptions, if you no longer want to receive a show, you just unsubscribe. The shows stop coming—it's that simple. The third advantage is that: it's Portable. Podcasts are predominantly MPEG-1 Audio Layer-3 (MP3) audio files and video files encoded specifically for use on the web and in portable players. The fourth advantage of using podcasts is that: It's always available. Podcasts are, in essence, radio, and television on demand, time-shifted to fit into your schedule. You don't have to worry about missing your favorite show, because it will be there, on your hard drive or portable media device, whenever you want it.

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IV. RESEARCH QUESTIONS

Based on the theoretical and empirical rationales which were explained in detail, the following research questions were investigated:

1- What are the attitudes of Human Capital towards using podcasting as an Innovative Asynchronous training and developing tool?

2- Do podcasts motivate Human Capital to learn through their free time?

3- Do podcasts make Human Capital interested in having improving performance knowledge?

4- Are podcasts easy to use by Human Capital?

V. METHOD

A. Participants

The participants were 120 workers from 10 international companies (Hyundai, Apple, Toyota, Honda Motor Company, Peugeot, PepsiCo, McDonald's Fast food restaurant company, Marriott, Americana Group, and Philips Electronics company) in their branches in the south of the kingdom of Saudi Arabia. They are from different nationalities which made the researcher make the questionnaire in two languages (Arabic and English). Their knowledge of Podcasting technology as a definition was limited so the researcher explained in details the meaning of Podcasting technology and after the explanation, most of them said that they listened or watched many podcasts on websites like (soundcloud.com and youtube.com). They were all males and their age ranged from 25 to 35.

B. Materials (Questionnaire):

Regarding the research questions, a sixteen item questionnaire was designed (see Appendix A). The items were categorized under three major sub-scales: workers" access, and attitude. The workers" ideas and feelings of podcasting use were evaluated through asking them about the experiences they had with podcasting. The reliability of the questionnaire was calculated using SPSS with Cronbach α value (significance) of 0.797.

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C. Procedure:

Some workers in the mentioned companies were asked about their knowledge of audio and video podcasts. After that, a 5 point Likert scaled questionnaire was given to them in papers. The questionnaire was designed according to the research questions. The data was analyzed using SPSS.

VI. RESULTS

The obtained results from the questionnaires are illustrated in table (1)

The results showed that 38.3% of the participants see that they often could learn new things via podcasting technology and about 24.2% see that they usually learn new things via podcasting technology. That means that about 63% of the participants have a positive attitude towards using podcasting in learning new things. 31.7% see that listening to podcasts is usually attractive and amusing. 28.3% see that it's often attractive and amusing that means that about 60% of the participants have a pleasant attitude towards using podcasting in general. 36.7% of the participants see that using podcasts is usually simple and it is possible everywhere and every time and 30.8% are agree with that matter to an extent which means that about 68% of the participants

see that podcasting has a very good advantage which is that it could be used everywhere and every time. About 60% of the participants have a high speed internet. about 74% see that access to podcasts is easy in Saudi Arabia. When the participants where asked about working while listening to podcasts is generally easy or not their answers ranged but 30% where neutral and see that they sometimes could work while listening to podcasts about 37% see that they can work while listening to it most of the time and about 33% see thet they can't use it while working . This varied results comes because the different jobs of Human Capital who participated in the questionnaire. About 72% of the participants see that Podcasts help them a lot in acquiring new skills. about 79% of the participants see that using podcasting technology doesn't waste their times. 74% of the participants see that using podcasts for training motivate them and develop their working abilities. about 72% see that Podcasts are effective in enhancing their performance knowledge. If 66% of the participants had a good course through podcasting technology they will encourage their colleagues to study it with them. 55% of the participants sometimes prefer life Training more than podcasts in training. 75% of the participants see that it's rarely difficult to use podcasting technology because of low internet speed, not being able to afford professional cell phones or laptops and filtering.

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VII. DISCUSSION

The aim of this study was to know the attitudes of Human Capital towards Using podcasts as an Innovative Asynchronous training and developing tool.

In regard to attitudes, most of the Employs' feedback suggested that they had positive attitudes towards using podcasts in developing performance. They judged the podcasts as attractive, amusing and helpful. Some pointed to better and faster learning. They suggest that Podcasts must be short and interesting, also it's good to have an exciting theme for every episode to help them keeping attention.

The researcher finds that the current research results are consistent with many previous studies, which emphasized the positive impact of podcasting technology on the development of different cognitive aspects such as: (Kaplan-Leiserson , 2005 : Anzai, 2007: Edirisingha et al. , 2007: Lee & Chan ,2007 : O'Bryan & Hegelheimer ,2007: Lord , 2008 : Ducate & Lomicka , 2009 : Borgia , 2010 : Knight , 2010 : Scutter et al., 2010 : Ashraf et al. , 2011: Ashton-Hay & Brookes,2011: Artyushina et al. , 2011: Chan et al., 2011: Istanto, 2011: Kim& King, 2011: Shoar,2011: Hassan & Hoon, 2013 : Ting , 2014: Basaran & Cabaroglu, 2014: Rahimi &

Soleymani , 2015 : Gholami & Mohammadi , 2015: Mirriahi & Alonzo, 2016) despite of the different research samples, types of skills conducted in these studies .

Taken together, the results of this study provide good evidence to suggest that companies could use podcasting (video/ audio) to develop the human capital performance as it's a very cheap, easy to produce and exciting way of training.

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TABLE 1
THE RESULTS

	usually	often	sometimes	rarely	never	mean	Std. Dev.
	n	n	n	n	N		
	%	%	%	%	%		
1. Using audio podcasts like those in soundcloud.com helped me in learning new things.	29	46	21	20	4	3.63	1.122
	24.2%	38.3%	17.0%	16.7%	3.3%		
2. Listening to podcasts are attractive and amusing.	38	34	19	7	22	3.49	1.455
	31.7%	28.3%	15.8%	5.8%	18.3%		
3. Using podcasts is simple and it is possible everywhere and every time.	44	37	18	7	14	3.75	1.324
	36.7%	30.8%	15.0%	5.8%	11.7%		
4. I usually have access to high speed internet	22	48	28	21	1	3.58	1.010
	18.3	40.0%	23.3%	17.5%	.8%		
5. Access to podcasts is easy in the country where I live and work	37	50	10	21	2	3.68	1.390
	30.8%	41.7%	8.3%	17.5%	1.6%		
6. Working while listening to podcasts is generally easy	27	17	36	35	5	3.37	1.296
	22.5%	14.2%	30.0%	29.2%	4.2%		
7. Podcasts help me a lot in acquiring new skills.	29	56	11	21	3	3.57	1.358
	24.2	46.7%	9.2%	17.5%	2.5%		
8. Being short, podcasts are attractive and applicable.	25	48	11	14	22	3.33	1.410
	20.8	40.0	9.2%	11.7%	18.3%		
9. Using podcasts is waste of time.	5	7	13	33	62	1.83	1.103
	4.2%	5.8%	10.8%	27.5%	51.7%		
10. Before explaining the meaning of podcasting , I had knowledge about podcasts.	26	28	25	18	23	2.87	1.420
	21.7%	23.3%	20.8%	15.0%	19.2%		
11. I am motivated to use podcasts for training and developing my working abilities.	40	49	9	19	3	3.87	1.122
	33.3%	40.8%	7.5%	15.8%	2.5%		
12. Podcasts are effective in enhancing my performance knowledge.	32	54	13	16	5	3.77	1.113
	26.7%	45.0%	10.8%	13.3%	4.2%		
13. If I had a good course through podcasting technology I will encourage my colleagues to study it with me.	49	30	20	15	6	3.84	1.230
	40.8%	25.0%	16.7%	12.5%	5.0%		
14. listening and watching podcasting in order to train is difficult and waste of time.	10	9	7	38	56	1.99	1.260
	8.3%	7.5%	5.8%	31.7%	46.7%		
15. I prefer life Training more than podcasts in training.	4	26	66	23	1	2.41	1.363
	3.3%	21.7%	55.0%	19.2%	.8%		
16. I think it's difficult to use podcasting technology because of low internet speed, not being able to afford professional cell phones or laptops and filtering..	3	5	22	84	6	2.45	.924
	2.5%	4.2%	18.3%	70.0%	5.0%		