INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY AND MANAGEMENT SCIENCE

ISSN 2231-6752

EFFECTIVENESS OF SOFT SKILLS TRAINING AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT JIFLI VENTURE PRIVATE LIMITED, TRICHY

V. SANJAI [1]
Student,
Department of Management , Annai College Arts and Science kovilacheri ,India.

Dr. K. SENTHILKUMAR [2]
Associate Professor,
Department of Management, Annai College of Arts and science kovilacheri ,India.

K. VIMALANATHAN[3]
Research Scholar,
Department of Management, Annai College of Arts and science kovilacheri ,India.

H. AYESHA TASNEEM[4]
Assistant Professor,
Department of Management, Annai College of Arts and science kovilacheri ,India.

Abstract

This study investigates the effectiveness of soft skills training and its impact on employee performance at JIFLI Venture Private Limited, Trichy. In today's competitive business environment, technical expertise alone is insufficient; employees must also possess strong interpersonal and behavioral skills to contribute positively to organizational outcomes. Soft skills training—comprising communication, teamwork, problem-solving, adaptability, time management, and customer orientation—has emerged as a strategic tool for enhancing employee competence and performance. The research adopts a mixed-methods approach, combining quantitative surveys and qualitative interviews with employees and supervisors to assess changes in performance following participation in structured soft skills programs. Data analysis reveals significant improvements in workplace communication, conflict resolution, customer service quality, and overall job effectiveness among participants. The findings suggest that employees who undergo soft skills training demonstrate higher levels of confidence, collaboration, and productivity, which positively impact performance appraisal outcomes and organizational goals. Additionally, the study identifies key challenges in training delivery, including relevance of content, participant engagement, and managerial support, offering practical recommendations to optimize future training interventions. Overall, the results affirm that soft skills training plays a crucial role in strengthening human capital and enhancing employee performance at JIFLI Venture Private Limited. The study contributes to both academic literature and managerial practice by emphasizing the strategic value of soft skill development in fostering a performance-oriented workforce.

Keywords: *Soft Skills Training,*[1] *Employee Performance,*[2] *Communication Skills,*[3] *Organizational Effectiveness,*[4] *Training Impact,*[5] *Workplace Productivity* [6]