

Human Resource Challenges in Agribusiness Firms driven by Technology: Motivation and Job Satisfaction among Agriculture Graduates: A Study

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Abstract- So in India, with technology's widespread, the agricultural industry of India has been in the process of transformation due to rapid introduction of new-age technology in the agricultural ecosystem like digital platforms, automation and precision farming tooling, artificial intelligence and decision-making analytics. Many private agribusiness firms and agri-tech startups are already using this new technology to boost productivity, lower costs and deliver services to farmers. But the challenges facing those workers are new as well, and it's hard to tell you who the employees working in such organizations will face. Technology-dependent firms employ agricultural graduates who need to learn new tools instantly, upgrade skills constantly and work under high pressures to perform. The current study provides a reflection on the current human resource problems experienced by graduates of agriculture working at technology-intensive agribusiness companies, with especial attention to their motivation for work and job satisfaction. Data were obtained from 21 agrarian graduates who worked at private agribusiness companies and agri-tech firms using a structured questionnaire as a primary source. Key components addressed in the study include technological applicability, training support, support from the organization itself, perceived satisfaction with their salary, career progress prospects and work social life balance. The results suggest that the majority of the respondents are willing and comfortable with new technologies and have a moderate to high level of motivation. But there are issues of fairness, career advancement, and work pressure. There were positive associations of good training and supportive management with satisfaction level. The research suggests that companies cannot simply promote technological success, unless they properly address the issues with human resource. Which indicates that agribusinesses need to pay attention to worker development, the supportive work environment for employees and fair salaries to retain the motivated workforce in a tech-oriented agricultural environment.

Keywords – Agribusiness Firms, Human Resource Challenges, Agricultural Graduates, Job Satisfaction, Employee Motivation.

I. INTRODUCTION

Agriculture is one of the foundational sectors of the Indian economy. It keeps a good portion of the population to live and generates a substantial part of the national revenue and food security. There was a long-standing tradition of agriculture in India relying heavily on manual work and traditional knowledge and practices. But agriculture have gone through a sea change over last 10 years in terms of modern technology adoption. Mobile-based advisory services, remote sensing, drones, sensor-based irrigation systems, automation, artificial intelligence and big data analytics are emerging technologies which are increasingly used in farming operations. The transformation has spawned a variety of agri-tech startups and technology-oriented agribusiness companies. They strive to enhance productivity, optimize resource utilization, reduce costs throughout the supply chain and optimize services to their farmers. The widespread use of technology in agribusiness

practice is creating a great need for skilled human resources as well. Agriculture graduates today have jobs in roles including field officers, technical consultants, sales executives, operations managers and digital support staff. They will also take on a role as technical experts and communications professionals which demands not merely agricultural competency however technological awareness as well as communication. Nevertheless, working in organizations that rely on technology raises a lot of difficulties. For its part, employees are taught constantly, learning new systems and adapting to an evolving job requirement coupled with demanding outcomes. The vast majority of agricultural graduates have good theoretical understanding and limited practical experience in new technologies. The gap between expectations and readiness can contribute to stress, anxiety and dissatisfaction. Human resource management is important by human resource management in order to work with such HRM to assist employees in dealing with the above challenges. Great

training, supportive supervision, fair compensation and advancement plans, good pay and chances for career development all are needed for staying motivated, motivated and fulfilled in their jobs. Inadequate attention to these issues has the potential to lead to burnouts, unproductive and higher employee turnover. Thus, it is crucial to know the perceptions and the factors which motivate and dissatisfy agriculture graduates working in technology-oriented agribusiness firms for their working environment. This current study aims at addressing these concerns by examining private agribusiness organizations of India.

II. REVIEW OF LITERATURE

Agricultural modernization is extensively regarded as the product of technological progress. And researchers have pointed out that digital tools and precision farming techniques are dramatically improving productivity, sustainability and the efficiency with which resources are used. The successful deployment of these technologies, however, requires infrastructure, yes, but also human capital. A number of studies in organizational behavior demonstrate that technological and organizational change tends to amplify workload, create role ambiguity and create stress for employees. When new systems are brought in, employees may become unsure about if it's possible to fulfill the task properly. Insufficient training might bring about resistance to change and lower satisfaction. Theories of motivation offer various useful explanations and explanations for why employees behave as they do. Based on Maslow's Hierarchy of Needs, people need to fulfill a range of needs from physiological needs to self-actualization. Herzberg Two-Factor Theory separates hygiene factors (salary, working conditions, job security) from motivators (recognition, achievement, growth opportunities).

Both categories of factors apply to technology-intensive offices. Studies on agriculture graduates in private jobs show that they are often exposed to long hours, high level of travel and high pressure to perform. Fieldwork and working with farmers and sales positions mean that the tasks can also be physically demanding. Employee retention has to do with pay and job security which differ within organizations. The literature also highlights that training and skill development in technology-based industries is more than just practical. Employees who experience continuous learning increase their levels of confidence and their ability to adapt, and they are more likely to be engaged, motivated and satisfied. An organizational support mechanism or system consisting of supervision guidance and technical assistance is crucial to a smooth transition under a technology shift. Although agribusiness management is a research focus and is becoming increasingly popular, only limited research is available focusing on the work of technology-driven agribusiness employees. We hope to make this study help in this area, on agricultural graduates' experiences in agriculture-institutions.

III. OBJECTIVES OF THE STUDY

The main aims of this study are as follows:

To explore the human resource barriers for the graduates of agriculture graduates in technology-intensive agribusiness companies. To analyze these employees' work motivation level. To evaluate job satisfaction based on technological work conditions. To study their relation between training, salary, organizational support, career growth and work-life balance and employee motivation and satisfaction. Research Methodology. The current study relies on primary data obtained through a structured questionnaire. Sample. A total of 21 valid responses were collected from farming graduates employed in private agribusiness companies, agri-tech startups, and related organizations. The majority of respondents were young professionals, at young age in their careers. Data Collection.

The questionnaire was circulated via online WhatsApp groups, professional networks and alumni connections. Participation was voluntary, and respondents were assured that their responses would remain confidential and serve only academic purposes. Measurement. Responses on a five-point Likert scale were asked where 1 signified strong disagreement and 5 signified strong agreement. Questions of the questionnaire covered technological adaptability, training support, support provided, job satisfaction, salary satisfaction, development prospect, work-life balance, motivation and job satisfaction. Data Analysis. The responses were analyzed using descriptive statistical methods including figures, percentages and average scores. Sophisticated statistical methods were not utilized owing to the small scale of the sample size. Results and Discussion. Demographic Profile.

The biggest group of respondents were between 23 and 26 years old, reflecting that most respondents had careers at early stage in terms of career. Many had less than one year of experience, indicating a relatively few in private or small agribusiness firms are looking for new graduates. Research - Form Responses 1. Technological Adaptability. Most attendees said they are comfortable with the usage of new digital tools and technologies, in the workplace. Most said that technology helps them do tasks better and more productively. This indicates that technology is an all-open new technology for agriculture graduates. Few respondents reported challenges in adapting to new systems, emphasizing the need for continuous support. Training and Development. Responses to training support varied among other things. Others reported inadequate training and opportunities for them to develop skills, while some employees felt sufficient training. Confidence and job satisfaction were positively linked to effective training. Organizational Support. Many respondents rated supervisors support and organizations encourage learning new skills highly. The employees who got support and feel supported during technological changes seem to be more motivated and are more

involved. Salary and Career Growth. A key concern was salary satisfaction. The responses were mixed with some indicating they were content with their remuneration and others feeling that their pay was insufficient in light of their workload and duties they were completing.

There were mixed signals from others about career development potential, suggesting doubts about where they stand in the future. Work-Life Balance. Balanced work and personal life was reported as a significant hurdle for most employees due to work-life balance, particularly for those working in fieldwork and on travel. It alters work life as well as the physical state of life for those in jobs involving long/hour-long routines. Factors affecting motivation and how satisfied employees are at their work. Overall, respondents had moderate to high levels of motivation as per the research, despite the impediments to completing the survey. "Many of them are highly impressed with the job and want to give them more back when they can." While overall satisfaction was high, compensation issues and growth opportunities continued to be concerns for people.

IV. CONCLUSION.

This study showed that graduates of agriculture work in agribusinesses which are technology enabled agribusiness firms, are also of two conflicting advantages in today's farming graduates facing both opportunity and threats. Graduates of the same study are exposed to: Agricultural graduates working in technology-centered agribusiness firms. They tend to be able to adopt new technologies and are generally motivated, but job satisfaction is affected by the availability of training, equity of wages, progress in one's career, pressure in their work and career advancement and so on. Companies need to understand that technology development must also be underpinned by good people management practices. Ensuring continuous training, nurturing leadership, fair pay and career advancement paths are offered to enhance levels of engagement and engagement at all levels of the organization and retention measures.

Implications Agribusiness firms should Practical and continuous training programs must be provided. Lend an ear to their workers through big changes in technology. Provide better compensation levels. Clear career development pathways Create definite opportunities for career advancement. Promote work-life balance initiatives. Limitations

8. The small sample size of 21 participants may limit generalization of findings. It is suggested that future research with larger sample sizes be conducted. Implications for Further Research. Long-term career trajectory of agriculture graduate, comparison of public / private employment or the effect on employee adaptation to technological change of leadership style may be investigated in the future.

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