

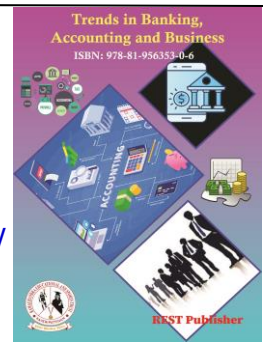


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A Study of Employee Motivation appraisal of Exide Industry Limited in Hosur

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Abstract. Employee motivation is the necessary to increase the performance of employee. The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. Employee motivation is one of the major issues faced by every organization. The purpose of this Employee Motivation is to examine Motivation of employees. Every organization needs to have well motivation in employees to perform their work good in the organization when the employee feels good about their jobs, certain factors tend to consistently related to job satisfaction. The study was conducted on the employees' motivational factors with special reference to Exide Industries Limited, Hosur.

1. INTRODUCTION

Employee's Motivation: Motivation is the action that impels or urges an individual to assume an attitude generally favorable toward his work leading him to perform satisfactorily. It concerns the study of urges, drives, impulses, preferences, aspirations etc., of people at work, who if satisfied, tend to promote and maintain high morale. Motivation is a productivity factor in industry. Motivating a worker is to create a need and desire on the part of a worker to better his present performance. Motivation concerns itself with the will to work. Performance results from the interaction of physical, financial and human resources. The first two are inanimate; they are translated into "productivity" only when the human element is introduced. However, the human element interjects a variable over which a management has limited control. When dealing with the inanimate factors of production, a management can accurately predict the input-output relationship and can even vary the factor it chooses in order to achieve desired rate of production. In dealing with employees, however, an intangible factor of will, volition or freedom of choice is introduced, and workers can increase or decrease their productivity as they choose. This human quality gives rise to the need for positive motivation. Objectives: Research objectives describe what you intend your research project to accomplish. They summarize the approach and purpose of the project and help to focus your research. Your objectives should appear in the introduction of your research paper, at the end of your problem statement. Research objectives are the outcomes that you aim to achieve by conducting research. Many research projects contain more than one research objective. Creating strong research objectives can help your organization achieve its overall goals. The purpose of research objectives is to drive the research project, including data collection, analysis and conclusions. Research objectives also help you narrow in on the focus of your research and key variables, guiding you through the research process. typically, research objectives appear early in a research proposal, often between the introduction and the research question. Sometimes, depending on the length of the paper or proposal, you can place the research objectives in the introduction. Usually, researchers also list their objectives in the abstract of their proposal. scope of the study: This study would be useful to the company to improve balanced effective working environment. It may help the management to identify the various motivational aspects to be fulfilled. The study also helps store duce complexities. It facilitates both them management and the employees. It helps them management to fix the standards in the organization. This study focused only employees' motivation in the particular company. In future, we study about detailing in financial and non-financial motivating factors in this company. Further study may concentrate to comparative companies in the similar industry. The further study may concentrate on workers, casual workers, and contractors' motivation in the same company or similar companies in the same industry.

LITERATURE REVIEW

Dixit (2015) has made a view of various research studies on how workers rank the various job factors in order of importance. He has stated that workers ranked various job factors in the order of importance. Only in one study salary was ranked next to job security. A study of motivational pattern of highly skilled and skilled workers on the pattern of Herzberg's by Rao and Ganguli (2015) found that motivation and hygiene factors contributed to the satisfaction of either group. Kulkarni (2016) in his studies compared the relative importance of ten job factors for white collar employees and found intrinsic job factors more important as compared to extrinsic factors. P.Singh (2016) in his study on motivational profile and a quality of work life is perceived quality of work life in the Indian industries is considerably poor. While this finding is common to all the work dimensions studied, the quality of work life is perceived to be the poorest in the area of democratization of work culture leading to a state of mismatch between motivational profile and the existing quality of work life. Atria (2016) found in his research that recognition and work do not act as motivators and peer relationship and working conditions do not operate as hygiene factors. Achievements, responsibility and advancement, besides salary act as definite motivators. Rao and Rao (2016) found in his studies that both motivational and hygiene factors are important in motivating workers. F.L. Urwic (2016) found in his study that an employee can be motivated if he knows the organizational goals well. His own contribution in reaching these goals on the issue that the organizational goals will not frustrate his personal goals. Dr A.Kumar (2016) in his studies on "Managerial motivation" found that among the various motivational factors, personal growth and development, recognition for good work done and accomplishment are perceived by the senior and middle level executives more important motivators than factors like promotion, job security, decision making authority, pay practice and working condition. But in case of junior level executives the more important motivators are job security and personal growth.

RESEARCH METHODOLOGY

Research methodology tells us modus operandi of the research under this heading we will get the information like data source, collection methods, tools and techniques of the analysis, etc. Research always starts with a question or a problem statistics purpose is to find answers to question, through the application of the scientific method. It is a systematic and intensive study directed toward as more complete knowledge of the subject studies. Research can be classified into two broad categories. Basic research Applied Research Basic Research is sometimes called "Fundamental" Researcher Theoretical Researcher Pure Research. It aims at expanding the frontiers of knowledge and does not directly involve pragmatic problems. The essence of basic research is that it addresses itself to more fundamental question and not to the problem with immediate commercial potential. Applied Research which is called 'Decisional' cases on the other hand. Proceeds with ascertain problem, and it specifies alternative solution and the possible outcomes of each alternative. Unlike Basic Research; it is prompted by commercial consideration. Though one way usually be able to distinguish between the two gets blurred. Several firms may be engaged in Basic Research, which does not have any immediate commercial use. However,

DATA ANALYSIS AND INFERENCE

TABLE 1. Age group of the respondents

Age Group	Frequency	Percentage	Cumulative Percentage
20-25	40	26.7	26.7
26-31	50	33.3	60.0
32-37	38	25.3	85.3
Above 37	22	14.7	100.0
Total	150	100	

Source: Primary data

TABLE 2. Educational

Educational			
Qualification	Frequency	Percentage	Cumulative Percentage
S.S.L.C	34	22.7	22.7
H.S.C	35	23.3	46.0
UG	45	30.0	76.0
PG	14	9.3	85.3
Diploma	7	4.7	90.0
Others	15	10.0	100.0
Total	50	150	100

Source: Primary data

FINDINGS

33.3% of the respondents are in the age group of below 30 yrs. 63.3% of the respondents are male. 60.7% of the respondents are married. 30.0% of the respondents have completed DO degree. 32.7% of the respondents have Rs.IS, 001-20,000. 38.0% of the respondents have 7-10 Years' experience. 35.3% of the respondents said that status towards the motivation. 36.7% of the respondents said that demotion towards the de-motivation. 66.0% of the respondents said that attitude and personal practices satisfy the needs. 38.0% of the respondents are highly satisfied towards the salary and wages. 36.7% of the respondents are satisfied towards the dearness allowances, insurances, provident fund, etc. 31.3% of the respondents are highly satisfied towards the bonus, incentives, travelling allowances, etc. 34.7% of the respondents are partly satisfied towards the increment. 41.3% O

SUGGESTIONS

Promotion and incentives play a major role in motivating the employees and it should be maintained. Almost half of the total employees are de-motivated by loss of pay. It will be minimized. in the ensuing years. Educational and training benefits provided by the company are good. It may be further extended. Job security and social security provided by the company will be further maintained. The employees of the company should avail periodical checkup, regarding, hospital facilities to be fit. Every employee must be motivated by the management in order to satisfy them. De motivation of the employees must be reduced and bring loyalty from them in the organization. There must be proper financial motivation to the employees to stimulate them to be productive in the organization. The organization must provide non-financial motivation also to encourage them to maximize the productivity in the concern. f the respondents are satisfied towards the educational & training benefits

CONCLUSION

We can conclude that Exide Industries Limited provides various motivational techniques to improve the employee's skills and ability. Almost all financial factors of motivation are satisfactory. Also the non-monetary benefits provided by the company are good. However, fringe benefits can be given a little more attention. Thus a satisfied and highly motivated. employee works effectively and thereby he helps the organization to grow. I had identified some of the problems faced by the employees in the company and I had given suggestions to overcome those problems. If the organization can implement that suggestion, it can improve the productivity of individual and thereby can enhance the productivity of the organization as a whole. Most of the employees are satisfied with motivational factors in this company.

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