

3 "A STUDY OF LEARNING CENTRE ABOUT THE JOB SATISFACTION AND MOTIVATION OF EMPLOYEES, AFFECTING PRODUCTIVITY AT THE GLOBAL LEVEL".

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Abstract

To work efficiently & effectively in any organization motivation is essential. Motivation encourages people to perform better & enhance their productivity. Private educational institutions face a challenge of employing high caliber professionals & retaining them. The world becoming smaller due to globalization & global education being emphasized, the present study is related to assess the job satisfaction levels of professionals in private institutions & what best practices are adopted to motivate & enhance productivity levels of their employees. The research design is based on questionnaires distributed to 35 employees in private institutions to view their opinions..

Keywords: *Motivation, productivity, job satisfaction*

1. Introduction

Global education being more emphasized, today students look more for, they want to learn something new be it in the field of technology or business because they are more inquisitive, creative & continue their quest for knowledge. Therefore private institutions in their efforts to meet the demands of students face a challenge of employing high caliber professionals & retaining them. The study is related to assess the job satisfaction levels and the practices adopted to motivate that will enhance the productivity of their employees.

Motivation is the work a manager performs to inspire and encourage people to take required action. According to Scott, "motivation is a process of stimulating people to action to accomplish desired goals". Motivation has three distinct features:

It results from a felt need. Motivation triggers behavior impelling a person to action.

It is goal-directed. Motivation is a driving state that channels behavior into a specific course that is fulfillment of a felt need.

The success of an organization ultimately depends on how effectively employees are motivated. In the words of Allen, "poorly motivated people can nullify the soundest organization".

The creative individual tends to have considerable independence of judgement, rich, often

bizarre imagination combined with a good deal of reality contact, openness to strange and complex situations, sensations and ideas, and a need to contribute something distinctive, be a pioneer, and in actualize one's potential. While some of the creative abilities may be substantially determined genetically, others may be influenced strongly by the individual's environment and his motivation. Situations in which the person feels relaxed and yet alert may also be conducive to creativity.

"Important as the creativity of individuals is, even more important perhaps is the creativity of bodies of people, such as organizations, communities, and society itself. After all, beyond a point creativity is very much a team effort."

"Any collectivity – be it a society or a community, or an organization – is likely to be innovative if: (1) it faces a challenging environment, (2) if it has a culture that is "open", democratic, and meritocratic, and (3) its management is well designed both for innovation and for implementation of innovations. Where any of these three factors are weak or missing, the chances are that the collectivity's response to challenge will not be innovative.

2. Objectives

- 2.1 To know the level of Job satisfaction among the employees.
- 2.2 To know the factors of Job satisfaction in Private Sectors as per Questionnaire.
- 2.3 To know Comparative study of Job satisfaction, Motivation and Production.
- 2.4 To identify whether the employees are satisfied with the job that they are involved in and are motivated enough for the growth in their productivity.

3. Statement of Research

Employees are satisfied when they are satisfied with job and working conditions in their respective company. In private sector firms, where in the productivity purely depends throughout on its employees. These employees are the backbone of the company. Through this research we can examine their satisfaction level with their job and their working conditions affecting the productivity in private educational institutions.

3.1 Significance of the Research

This research provides some empirical support for the idea that employees are satisfied when they are satisfied with their job. This research demonstrates that employees' satisfaction is outcome of job satisfaction and their working conditions affecting the productivity of the private institutions they work in. This reflects the organisation's working environment with their employees at work and how far they are satisfied with their jobs in present working conditions.

3.2 Research Design and Methodology

The research design is based on Questionnaires distributed to 35 employees in Private institutions to view their opinions. A study and review of books, journals and magazines in relation to Job Satisfaction

of employees and motivation of employees affecting productivity in Private sectors is also made. The findings from data are analyzed and recommended.

The research design used for this study is descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group.

The sample size consisting of 35 respondents were selected for the study.

Since it is difficult to contact the entire population, sampling technique was adopted. The employees were interviewed using convenience sampling techniques.

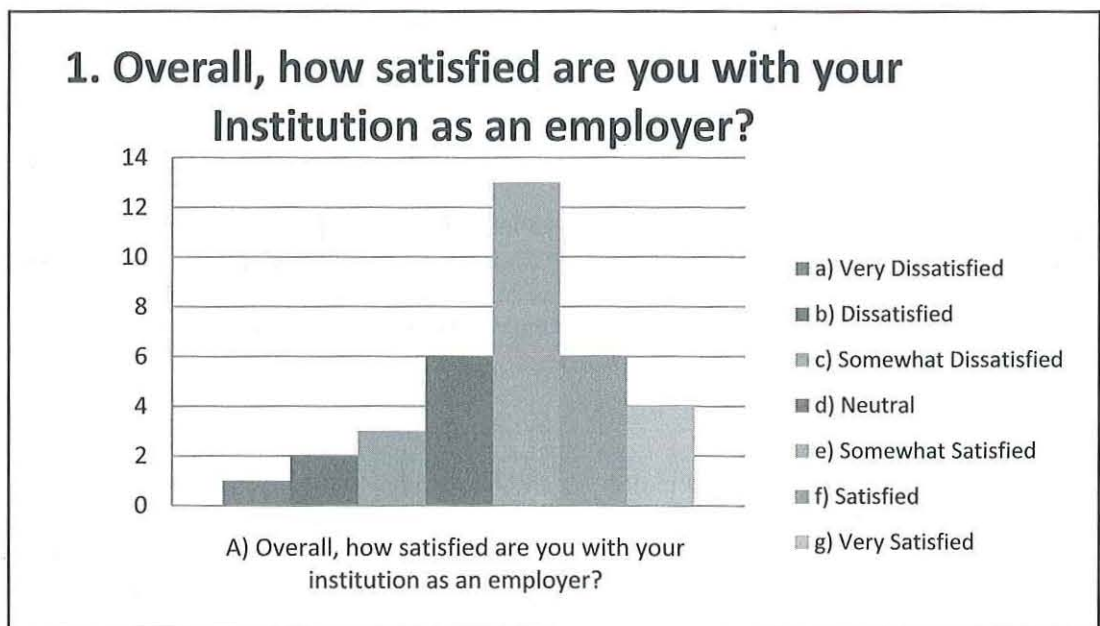
The primary data was collected by using questionnaires. The questionnaire has 15 questions. A five point scale was used such as strongly disagree, disagree, neutral, agree and strongly agree.

The collected data was analyzed by using Percentage analysis and depicted using graphical representations.

4. Observation/ Results collected from questionnaire:

Table 1

Analysis of Questionnaire Data: Graphical Representation



Analysis: The samples observed shows a high level of satisfaction with the Institution, as an employer.

Table 2

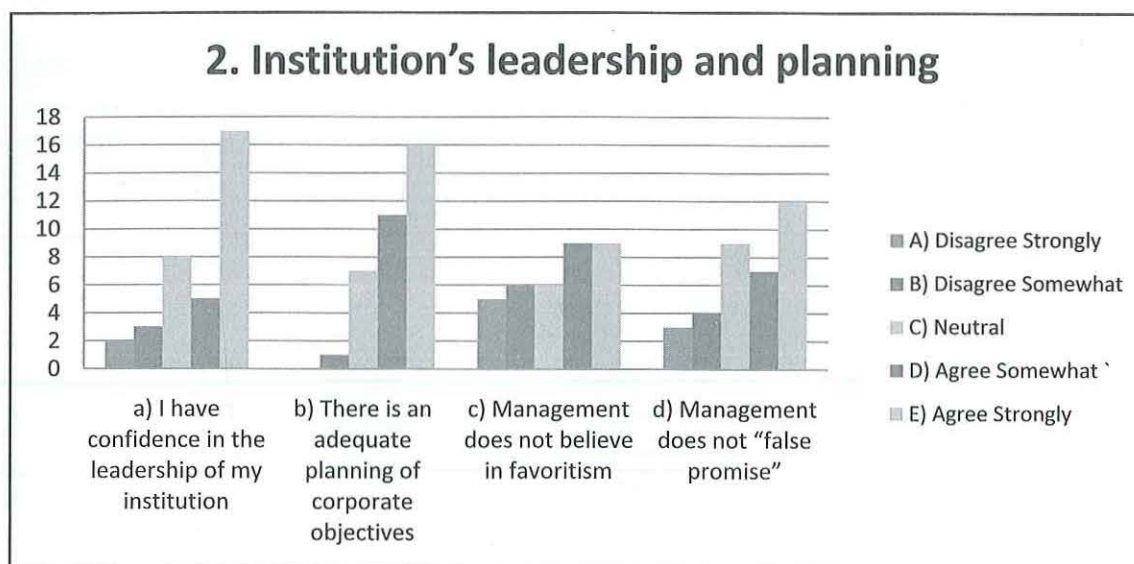


Table 3

Analysis: The respondents observed has agreed strongly on the corporate Culture. This shows that employees think their work to be pleasant and it implies that their work culture provide healthy environment to work.

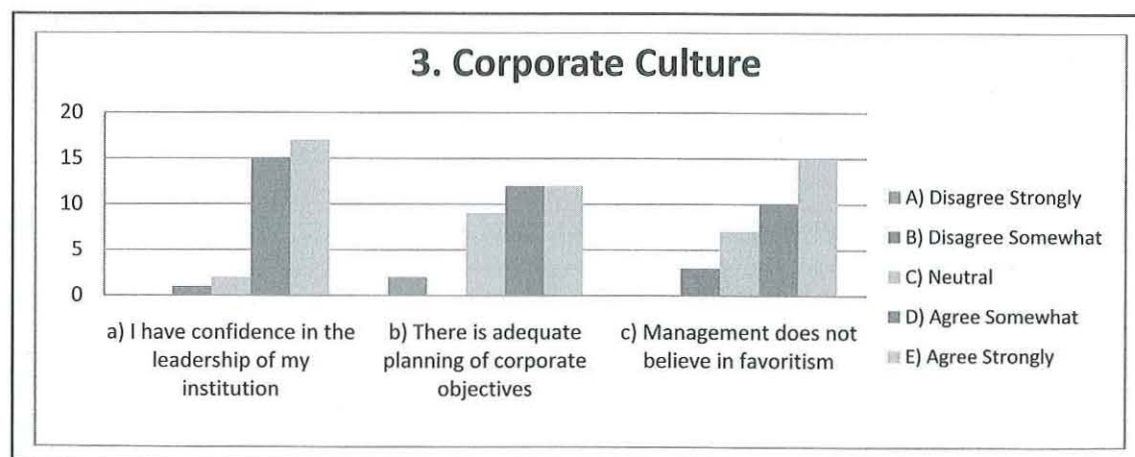


Table 4

Analysis: The respondents observed agree that somewhat on the communication as one of the primary factors of satisfaction level.

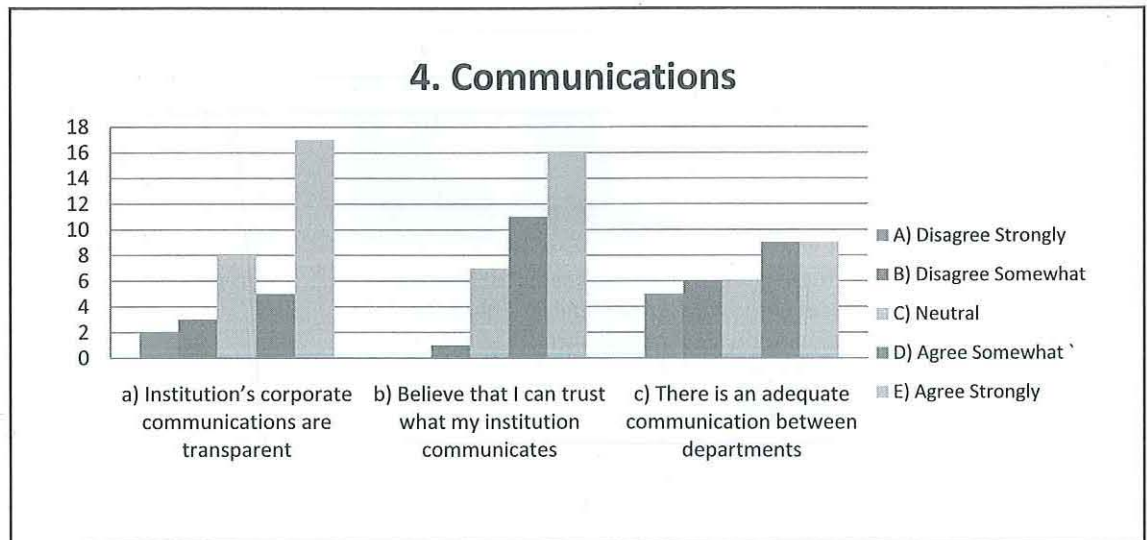


Table 5

Analysis: The respondents observed have a mixed opinion to agree strongly on the institution's career development, which sometimes affect the satisfaction Levels in the organization.

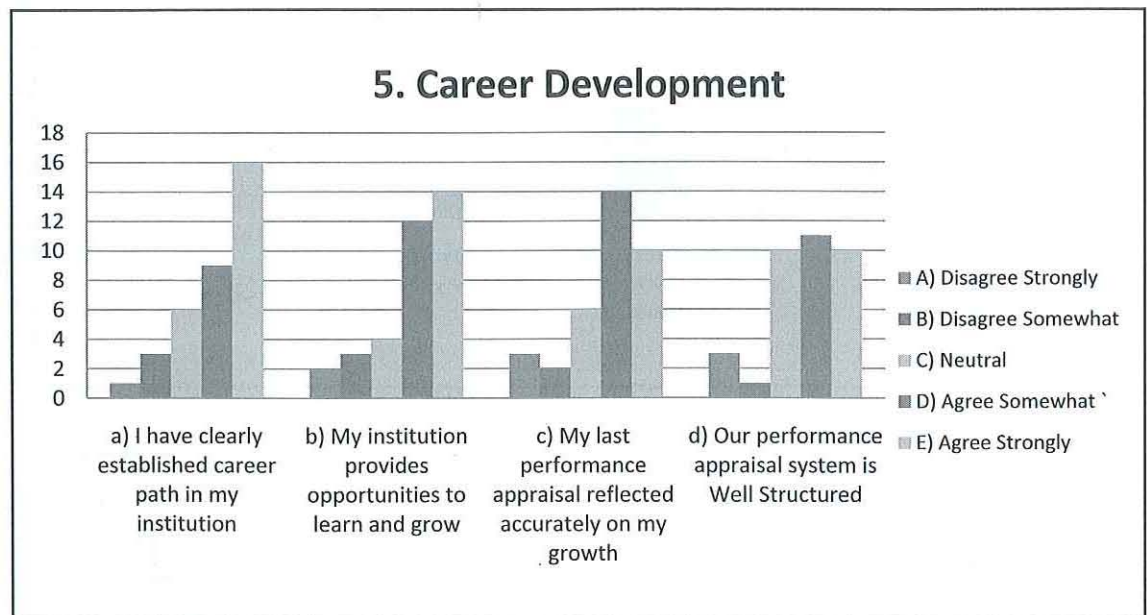


Table 6

Analysis: The respondents observed have a mixed opinion to agree strongly on the current role of oneself, sometimes affecting the satisfaction levels in the organization.

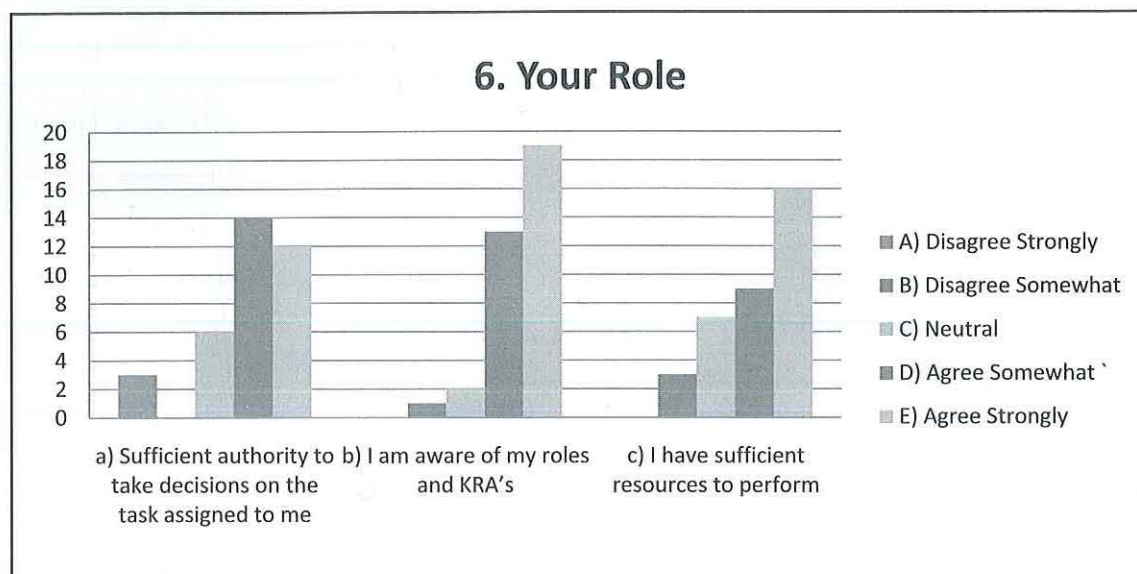


Table 7

Analysis: The respondents observed have a mixed opinion on the recognition and rewards looked upon in the organization, hence can be canny of mixed judgment on the satisfaction and productivity levels in the Organization.

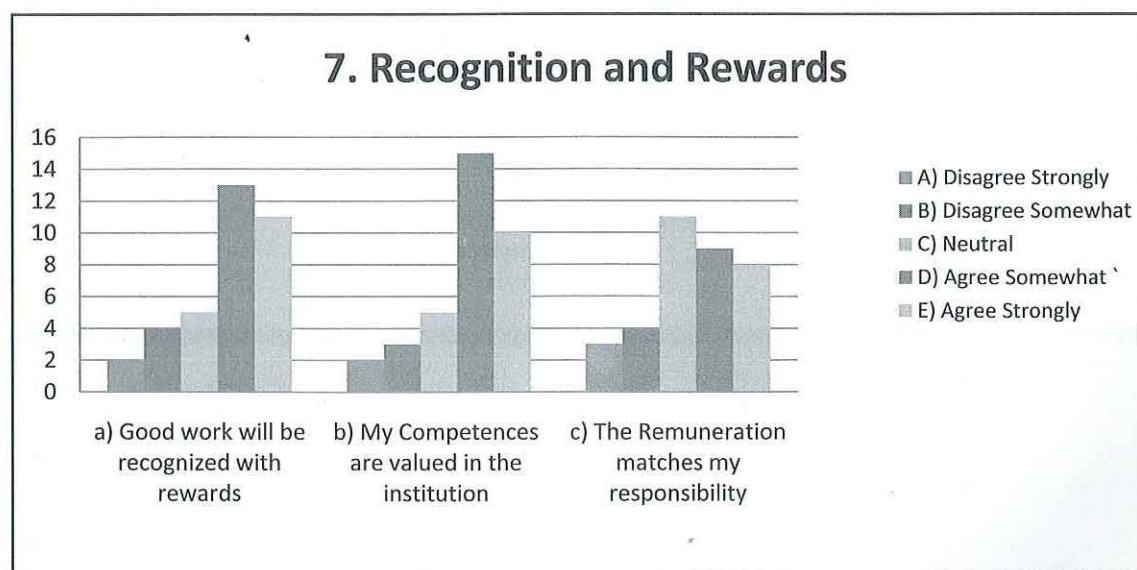


Table 8

Analysis: The Respondents observed have a neutral opinion towards the Teamwork and Co-operation in the organization, hence can have a level of normal satisfaction and productivity levels in the Organization.

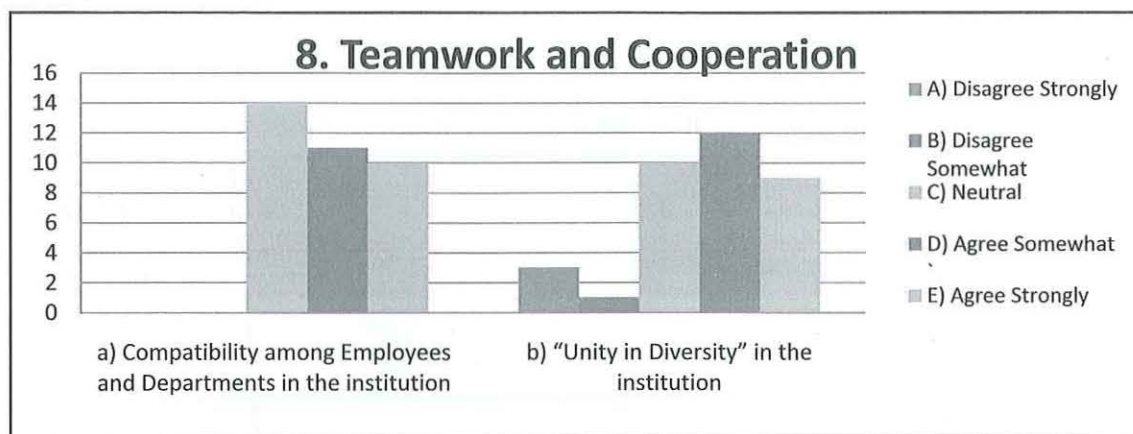


Table 9

Analysis: The respondents observed have a mixed opinion on the working conditions of the organization, hence the satisfaction and productivity levels are shown to be on a higher level.

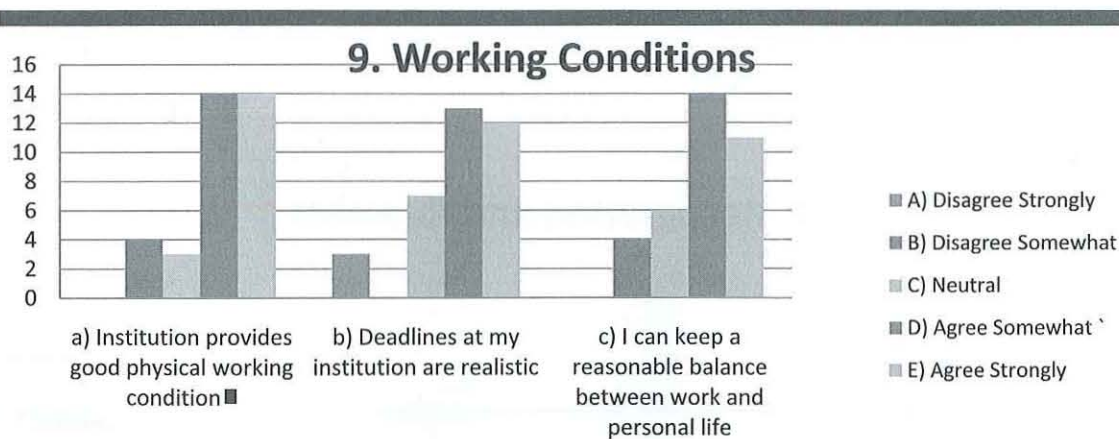


Table 10

Analysis: The respondents observed have agreed strongly on their immediate boss as one of the primary and main factors of achieving the job satisfaction and high productivity in the organization.

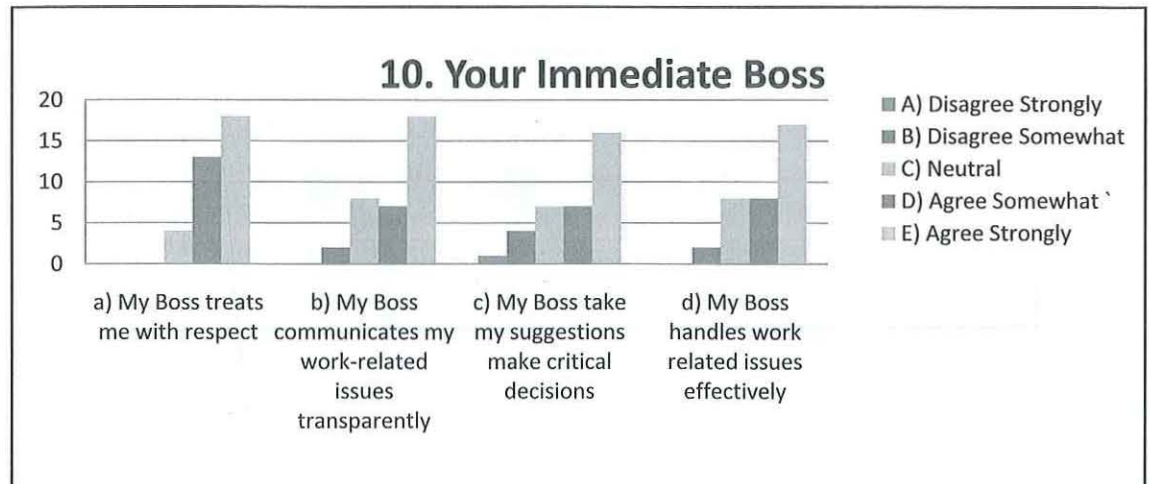


Table 11

Analysis: The respondents observed have agreed to somewhat on the training programs conducted in the institution. Hence, shows that essential and timely training programs conducted help in increasing the level of job satisfaction and productivity in the organization.

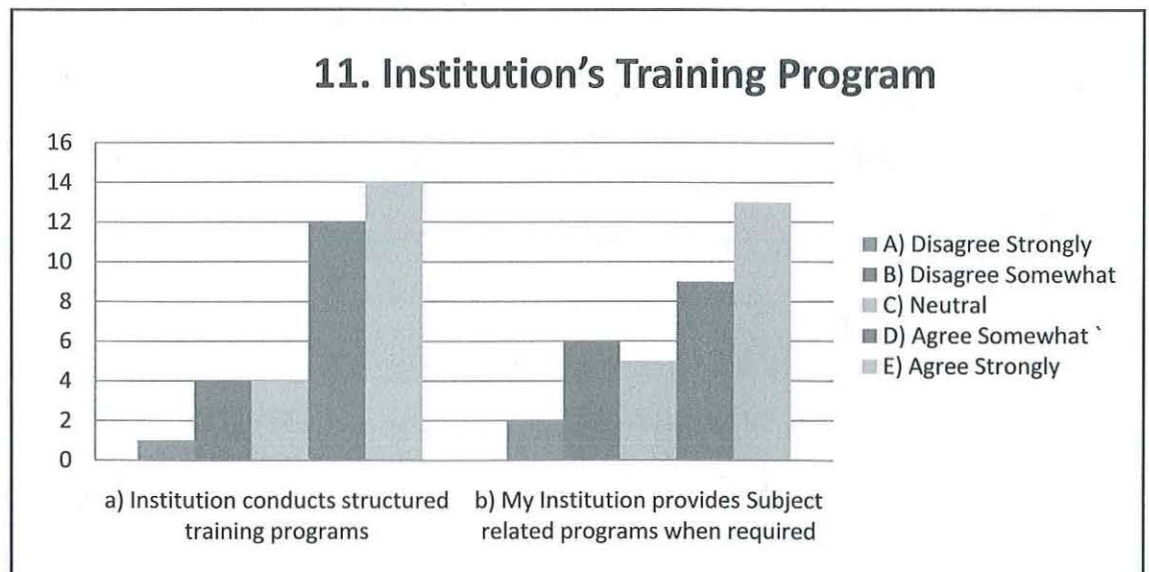


Table 12

Analysis: The respondents observed have agreed somewhat on the benefits provided at the institution. Also, it shows that benefits are in a way responsible in increasing the level of job satisfaction and productivity in the organization.

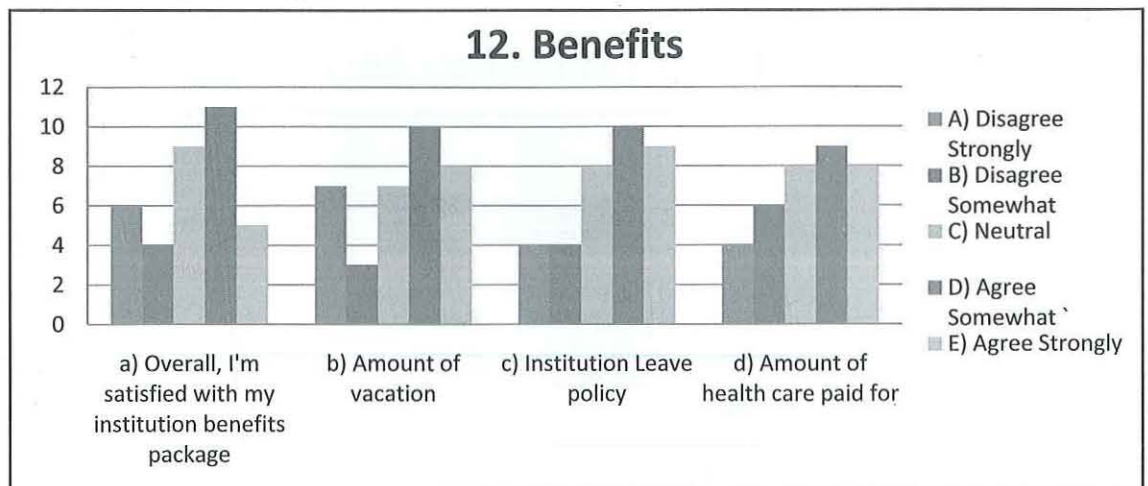


Table 13

Analysis: The respondents observed have shown signs of satisfaction at their current organization. The observation on an average shows that the employees are willing to stick to the Organization up to 5 years.

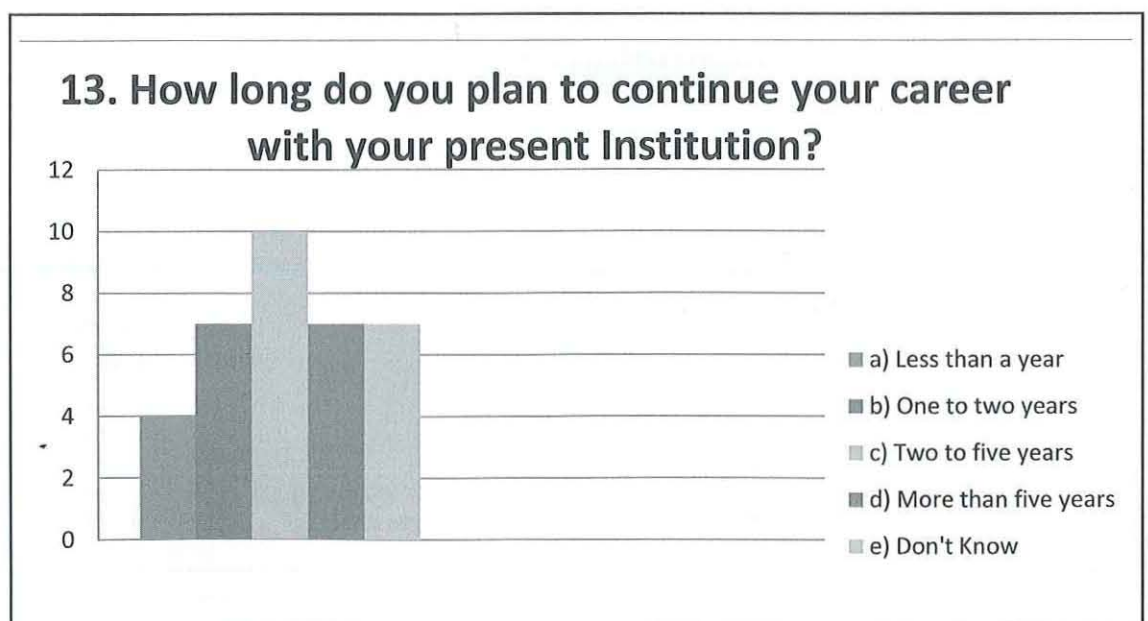
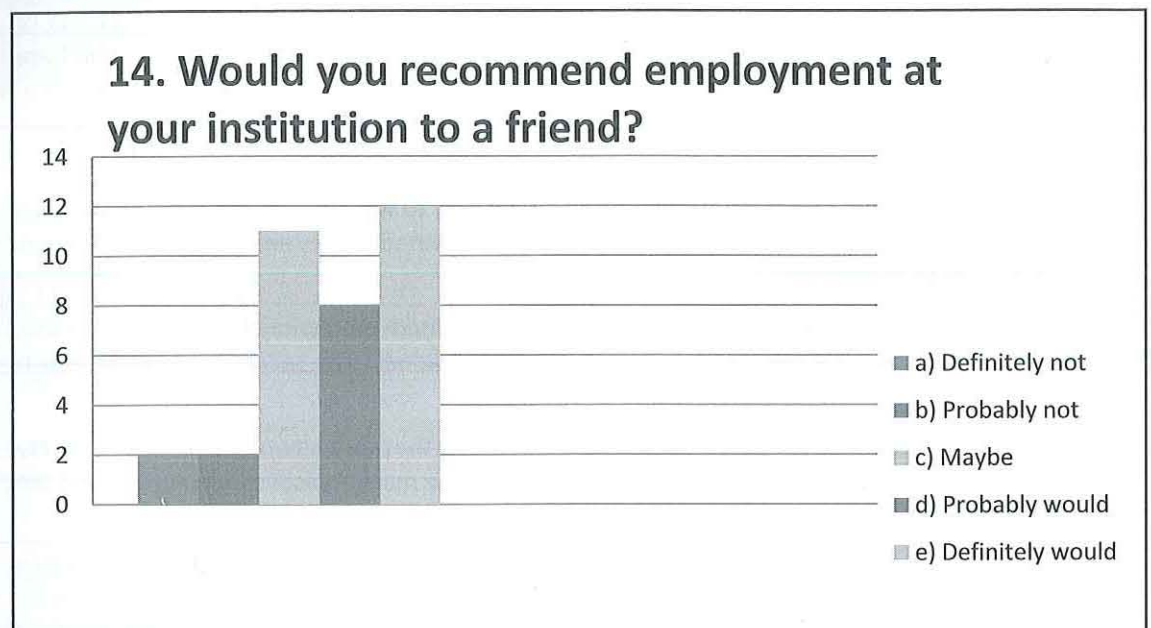


Table 14

Analysis: The respondents observed have shown signs of Job satisfaction. Hence, as per the observed readings, it shows that they are willing to recommend their friends to the institution.



5. FINDINGS

- A major finding in this research was the study on Job Satisfaction of employees and motivation of employees effecting productivity in Private sectors with special reference to private institutions in Bangalore.

What does this result mean to employees, to organizations, and to researchers?

- From an employee standpoint, it means that employees value their work, positions and deem it a necessary part of the job. Examined on another level, those employed in customer contact positions are often motivated by the ability to please their customers. Satisfaction with job may allow them to be better able to do exactly that, which ties into both job satisfaction, and ultimately customer satisfaction.

- From an organizational standpoint, this strong relationship clearly demonstrates the value that customer contact employees place on job, and the importance of the powerful tool that is job training. Organizations can take advantage of this tool, and the results will be better trained, more satisfied employees, as well as employees who are more valuable to the organization. Good work culture ultimately benefits both the employee and the organization.

- For researchers, this study adds to the body of research on overall job satisfaction. The study confirms that several attributes of employee satisfaction is related to job satisfaction among employees in a wider variety of employment situations.

• Pay is also one of the most important factors which need to be reformed and reviewed periodically. As it is the prime satisfier pay should also compete with other company pay. It is less expensive to pay a valued employee more money than to replace and train someone new. For example, major study done by research organization like Gallup, ORG tells that, HR professionals estimated turnover costs to be 30% of the annual salary of the person being replaced. However, over half of dissatisfied employees say that they would stay another year for as little as 15 percent more in base salary.

6. Conclusion

• These private educational institutions will cater not only to the needs of the students but also recognizes the fact that faculty members should be equally motivated as they are moulding the careers of students for nation building.

• The need of the hour for every institution is committed professionals & retaining them. Employability skills have to be nurtured so as to enable an individual to be secure & successful which will invariably contribute towards the growth of an institution.

• The private institutions in order to motivate & enhancing the productivity & efficiency of faculty members have introduced faculty development programmes, the main objective being upgrading the quality of education in general & teachers in particular.

• Many private institutions in meeting the challenges of today have entered into an understanding of sharing the knowledge & expertise, learning experiences with innovative practices for both students & faculty members across the globe. By doing so, these institutions set a benchmark in the fields of education & learning so that they meet the international standards of providing education to students of different countries.

• These private institutions in an effort to create a competitive edge for themselves encourage exchange of faculty members & students globally which emphasizes a lot on career enhancement, motivation, efficiency & more importantly sharing & acquisition of knowledge as learning is a continuous process.

• It is the duty & responsibility of faculty members to initiate proper guidance for the development of students in terms of interpersonal and leadership skills etc. It is of prime importance to inculcate corporate etiquettes in order to bring about a sense of professionalism & easy transition.

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