

**A STUDY ON IMPACT OF MOTIVATION ON EMPLOYEES AT
SHIASH INFO SOLUTIONS PRIVATE LIMITED**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

MANOJ.G. R

Register No.41410191



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by
AICTE**

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 011

May 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **MANOJ.G.R 41410191** who carried out the project entitled "**A STUDY ON IMPACT OF MOTIVATION ON EMPLOYEES AT SHIASH INFO SOLUTIONS PRIVATE LIMITED**" under my supervision from January 2023 to March 2023.

Dr M .LAVANYA

Internal guide

External Guide

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Jeppiaar Nagar, Rajiv Gandhi Sala:
Chennai - 600 119

Dr. BHUVANESWARI .G

Dean – School of Management Studies

Submitted for Viva voce Examination held on 05.05.2023

Internal Examiner

External Examiner

DECLARATION

I **MANOJ.G. R (41410191)** hereby declare that the Project Report entitled “**A STUDY ON IMPACT OF MOTIVATION ON EMPLOYEES AT SHIASH INFO SOLUTIONS PRIVATE LIMITED**” done by me under the guidance of **DR.M.LAVANYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05.05.2023

PLACE: CHENNAI

A handwritten signature in black ink, consisting of stylized cursive letters followed by a long horizontal stroke.

MANOJ.G. R

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.M. LAVANYA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

MANOJ. G. R

COMPLETION LETTER



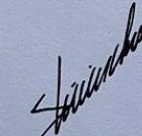
31st March 2023

INTERN COMPLETION CERTIFICATE

This is to certify that **Mr. G. R. MANOJ** (Reg. No. 41410191) a student of **MBA.,(Master of Business Administration), Sathyabama Institute of Science and Technology –Chennai**, has successfully completed the Project titled **“A Study on impact of Motivation on Employees”** in the **HR-RECRUITMENT** platform from **January 2023 to March 2023** in our company. During the period, he had been exposed to different processes and found to be Punctual, Hard Working and Inquisitive.

We wish him every success in life and career.

For Shia#sh Info Solutions Private Limited


Shivindas S



Head Operations

Shia#sh Info Solutions Private Limited
#51, Level 4, Tower A, Rattha TEK Meadows, Old Mahabalipuram Road,
Sholinganallur, Chennai- 600 119, Tamil Nadu, India.
☎ +91 44 66255681 ✉ info@shiash.com

www.shiash.com

TABLE OF CONTENTS

CHAPTER NO	CHAPTERS	PAGE NO
	ABSTRACT	9
I	1.1 INTRODUCTION	10
	1.2 INDUSTRY PROFILE	11
	1.3 COMPANY PROFILE	18
	1.4 NEED FOR THE STUDY	23
	1.5 SCOPE OF THE STUDY	23
	1.6 OBJECTIVES	24
	1.7 LIMITATIONS	24
II	REVIEW OF LITERATURE	25
III	RESEARCH METHODOLOGY	33
	3.1 RESEARCH DESIGN	33
	3.2 SAMPLE SIZE	34
	3.3 DATA SOURCES	34
	3.4 RESEARCH INSTRUMENTS	35
	3.5 SAMPLING	35
	3.6 ANALYTICAL TOOLS	36
IV	DATA ANALYSIS AND INTERPRETATION	38
	4.1 PERCENTAGE ANALYSIS	38
	4.2 CHI-SQUARE	54
	4.3 ONE WAY ANOVA	61
	4.4 CORRELATION	63
V	5.1 FINDINGS	65
	5.2 SUGGESTIONS	67
	5.3 CONCLUSION	68
	ANNEXURE-1 REFERENCE	68
	QUESTIONNAIRE	70
	ANNEXURE-2 RESEARCH ARTICLE	74

LIST OF TABLES

TABLE NO	NAME OF THE TABLE	PAGE NO
4.01	Age of Respondents	38
4.02	Gender of the respondents	39
4.03	Qualification of the Respondents	40
4.04	Marital Status	41
4.05	Locality	42
4.06	Designation	43
4.07	Monthly Income	44
4.08	Department	45
4.09	Experience	46
4.10	Factor: Organization	47
4.11	Factor: Personal	48
4.12	Factor: Performance Appraisal	49
4.13	Factor: Leadership & Supervision	50
4.14	Factor: Work Environment	51
4.15	Factor: Peer group relationship	52
4.16	Factor: Job Satisfaction	53
4.2	CHI-SQUARE ANALYSIS	54
4.17(a)	Age * Individual goal motivating Cross tabulation	54
4.17(b)	age * Team work encouraging Cross tabulation	54
4.17(c)	Age * Organization is giving easy work Cross tabulation	55
4.17(d)	Age * Engaging in all activities Cross tabulation	55
4.17(e)	Age * Rules are easy to follow Cross tabulation	56
4.17(f)	Chi-Square Analysis between Age & Organization Factor	56
4.18(a)	Qualification * Company having good appraisal system Cross tabulation	57
4.18(b)	Qualification * Promotions based on performance Cross tabulation	58
4.18(c)	Qualification * Appraisal feedback increase productivity Cross tabulation	58

4.18(d)	Qualification * Appraisal helps to personal/professional development Cross tabulation	59
4.18(e)	Qualification * Appraisal identify strengths & Weaknesses Cross tabulation	59
4.18(f)	Chi-Square Analysis between Qualification & Performance Appraisal Factor	60
4.3	ONE WAY ANOVA	61
4.19	One way Anova between Designation & Peer group relationship	61
4.20	One way Anova between Experience & Work Environment	62
4.4	CORRELATIONS	63
4.21	Correlation between Gender and Personal Factor	63
4.22	Correlation between Locality and Work Environment	64

ABSTRACT

The term "employee" refers to the attitude, satisfaction, and overall outlook of individuals during their association with an organization or business. Employee morale, on the other hand, encompasses the overall outlook, attitude, satisfaction, and confidence that employees experience at work. Positive employee morale exists when employees have a favorable perception of their work environment and believe that their most important career and vocational needs can be met.

The importance of employee morale cannot be overstated as it plays a significant role in creating a positive working environment for everyone in the organization. Poor morale or a culture of suffering can negatively impact an organization's productivity and increase employee attrition rates.

Employee satisfaction with their work environment is a critical factor for many businesses because of its direct influence on productivity. Higher morale among employees leads to higher productivity, while lower morale results in lower productivity.

In this research project, simple random sampling is used to select 125 employees for the study. The study employs percentage analysis, chi-square, one-way ANOVA, and correlation methods for data analysis.

CHAPTER-I- INTRODUCTION

1.1 INTRODUCTION

Employee morale is defined as the attitude, satisfaction and overall outlook of employees during their association with an organization or a business. Employee morale describes the overall outlook, attitude, satisfaction, and confidence that employees feel at work. When employees are positive about their work environment and believe that they can meet their most important career and vocational needs, employee morale is positive or high.

Employee morale is vital to organization culture- a positive collective attitude will create a positive working environment for everyone. If your organization has a poor morale or a culture of suffering then there is a possibility that in your organization employees have a low or negative morale that can adversely affect the productivity of the organization. It can most certainly lead to greater employee attrition, just to begin with. Employee morale is how satisfied employees feel about their work environment. Employee morale is important for many businesses due to its direct effect on productivity. Employees with higher morale exhibit higher productivity while employees with lower morale show lower productivity.

Types:

1. Individual and Group:

Individual morale is a single person's attitude towards work, environment etc. whereas group morale reflects the general attitude of a group of persons. Group morale is everybody's concern and may go on changing with the passage of time. Individual and group morale are interested but not necessarily identical. They have an effect on each other. The individual's personal perception of the present conditions may be high but the group's perception may be low or vice-versa.

2. High and Low :

Morale may be referred to high morale or low morale. In the words of McFarland, high morale exists when employee attitudes are favourable to the total situation of a group and to the attainment of its objectives. Low morale exists when attitudes inhibit the willingness and ability of an organization to attain its

objectives. The words such as zeal, enthusiasm, loyalty, dependability denote high morale. Low morale may be described by words like lack of interest, laziness, apathy, bickering, jealousy, quarrelsome, pessimism, etc.

Factors influencing :

- Organization
- Personal Factor
- Performance Appraisal
- Leadership & Supervision
- Work Environment
- Peer group relationships
- Job satisfaction

These factors are important in influencing the of employees.

1.2 INDUSTRY PROFILE

Information technology, and the hardware and software associated with the IT industry, are an integral part of nearly every major global industry. The information technology (IT) industry has become one of the most robust industries in the world. IT, more than any other industry or economic facet, has an increased productivity, particularly in the developed world, and therefore is a key driver of global economic growth. Economies of scale and insatiable demand from both consumers and enterprises characterize this rapidly growing sector.

The Information Technology Association of America (ITAA) explains 'information technology' as encompassing all possible aspects of information systems based on computers. Both software development and the hardware involved in the IT industry include everything from computer systems, to the design, implementation, study and development of IT and management systems.

Owing to its easy accessibility and the wide range of IT products available, the demand for IT services has increased substantially over the years. The IT sector has emerged as a major global source of both growth and employment.

Features of the IT Industry at a Glance:

- Economies of scale for the information technology industry are high. The marginal cost of each unit of additional software or hardware is insignificant compared to the value addition that results from it.
- Unlike other common industries, the IT industry is knowledge-based.
- Efficient utilization of skilled labour forces in the IT sector can help an economy achieve a rapid pace of economic growth.
- The IT industry helps many other sectors in the growth process of the economy including the services and manufacturing sectors. **The role of the IT Industry:**

The IT industry can serve as a medium of e-governance, as it assures easy accessibility to information. The use of information technology in the service sector improves operational efficiency and adds to transparency. It also serves as a medium of skill formation.

MAJOR STEPS TAKEN FOR PROMTION OF IT INDUSTRY:

Domain of the IT Industry:

A wide variety of services come under the domain of the information technology industry. Some of these services are as follows:

- Systems architecture
- Database design and development
- Networking
- Application development
- Testing
- Documentation

- Maintenance and hosting
- Operational support
- Security services

Information Technology in India

Information Technology in India is an industry consisting of two major components: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.7% in 2017. According to NASSCOM, the sector aggregated revenues of US\$160 billion in 2017 with export revenue standing at US\$99 billion and domestic revenue at US\$48 billion, growing by over 13%. The United States accounts for two-thirds of India's IT services exports.

History of Information technology in India:

India's IT Services industry was born in Mumbai in 1967 with the establishment of the Tata Group in partnership with Burroughs. The first software export zone, SEEPZ – the precursor to the modern-day IT park – was established in Mumbai in 1973. More than 80 percent of the country's software exports were from SEEPZ in the 1980s. The Indian economy underwent major economic reforms in 1991, leading to a new era of globalization and international economic integration, and annual economic growth of over 6% from 1993–2002. The new administration under Sri AtalBihari Vajpayee (Posthumus) (who was Prime Minister from 1998–2004) placed the development of Information Technology among its top five priorities and formed the Indian National Task Force on Information Technology and Software Development. Wolcott & Goodman (2003) report on the role of the Indian National Task Force on Information Technology and Software Development:

MARKET SIZE

India's IT &ITeS industry grew to US\$ 181 billion in 2018-19. Exports from the industry increased to US\$ 137 billion in FY19 while domestic revenues (including hardware) advanced to US\$ 44 billion.

Spending on Information Technology in India is expected to grow over 9 per cent to reach US\$ 87.1 billion in 2018.*

Revenue from digital segment is expected to comprise 38 per cent of the forecasted US\$ 350 billion industry revenue by 2025.

INVESTMENTS/ DEVELOPMENT:

Indian IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows worth US\$ 37.23 billion between April 2000 and March 2019 and ranks second in inflow of FDI, as per data released by the Department for Promotion of Industry and Internal Trade (DPIIT).

Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra, are diversifying their offerings and showcasing leading ideas in block chain, artificial intelligence to clients using innovation hubs, research and development centers, in order to create differentiated offerings.

Some of the major developments in the Indian IT and ITeS sector are as follows:

- Nasscom has launched an online platform which is aimed at up-skilling over 2 million technology professionals and skilling another 2 million potential employees and students.
- Revenue growth in the BFSI vertical stood at 6.80 per cent y-o-y between JulySeptember 2018.
- As of March 2018, there were over 1,140 GICs operating out of India.
- PE investments in the sector stood at US\$ 2,400 million in Q4 2018.
- Venture Capital (VC) investments in the IT &ITeS sector stood at US\$ 53.0 million during Q4 2018.

GOVERNMENT INITIATIVES

Some of the major initiatives taken by the government to promote IT and ITeS sector in India are as follows:

- The government has identified Information Technology as one of 12 champion service sectors for which an action plan is being developed. Also, the government has set up aRs 5,000 crore (US\$ 745.82 million) fund for realizing the potential of these champion service sectors.
- As a part of Union Budget 2018-19, NITI Aayog is going to set up a national level programme that will enable efforts in AI and will help in leveraging AI^ technology for development works in the country.
- In the Interim Budget 2019-20, the Government of India announced plans to launch a national programme on AI and setting up of a National AI portal.
- National Policy on Software Products-2019 was passed by the Union Cabinet to develop India as a software product nation.

ACHIEVEMENTS

Following are the achievements of the government during 2017-18:

- About 200 Indian IT firms are present in around 80 countries.
- IT exports from India are expected to reach highest ever mark of US\$ 126 billion in 2017-18.
- Highest ever revenue was generated by Indian IT firms at US\$ 181 billion in 2018-19.

ROAD AHEAD

7.7 per cent to the country's GDP	Size Of the Industry
Bangalore, Chennai, Hyderabad, Delhi, Kolkata, Pune	Geographical Distribution
Compound annual growth rate(CAGR) of 22.7% between 2009 and 2011	Output per Annum
According to NAASCOM the revenue from information Technology sector has risen from 1.2% of the GDP in 1997 -98 to 5.8% of the GDP in 2008-09.	Market Capitalization

India is the topmost off shoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. Export revenue of the industry is expected to grow 7-9 per cent year-on-year to US\$ 135-137 billion in FY19. The industry is expected to grow to US\$ 350 billion by 2025 and BPM is expected to account for US\$ 50-55 billion out of the total revenue.

INDIA'S IT MARKET SIZE GROWING:

- IT BPM industry revenues (excluding hardware) was estimated at around US\$ 154 billion in FY 2016-17 and grew to US\$ 167 billion in FY2017-18.
- The contribution of the IT sector to India's GDP stood at 7.9 per cent in 2017-18.
- The domestic revenue^ of the IT industry is estimated at US\$ 41 billion and export revenue is estimated at US\$ 126 billion in FY18.

- The market size of India's IT-BPM sector is expected to grow to US\$ 350 billion by 2025 and BPM is expected to account for US\$ 50-55 billion out of the total revenue.
- Spending on Information Technology in India is expected to grow over 9 per cent to reach US\$ 87.1 billion in 2018.
- Outsourcing of large technology contracts by clients is expected to accelerate the growth of the industry in FY20.

RECENT TRENDS IN IT INDUSTRY:

- Indian software product industry is expected to reach the mark of US\$ 100 billion by 2025. Indian companies have set up over 1,000 global delivery centres in about 80 countries over the world.
- India is a prominent sourcing destination across the world, accounting for approximately 55 per cent market share in the global services sourcing business, as of FY18.
- India acquired a share of around 38 per cent in the overall Business Process Management (BPM) sourcing market.
- Fall in automation costs and rise of digital has led to higher onshoring by the industry.
- Onshore revenue of Indian IT industry has grown from around 48 per cent in 2011-12 to 55.2 per cent for the quarter ended June 2018.
- Disruptive technologies, such as cloud computing, social media and data analytics, are offering new avenues of growth across verticals for IT companies.
- The SMAC (social, mobility, analytics, cloud) market is expected to grow to US\$ 225 billion by 2020.
- India's IT sector is gradually moving from linear models (rising headcount to increase revenue) to non-linear ones
- In line with this, IT companies in India are focusing on new models such as platform-based BPM services and creation of intellectual property.

1.3 COMPANY PROFILE

SHIASH INFO SOLUTIONS PRIVATE LIMITED

We are a leading technology solutions company specializing in software development and technological corporate services.

Shiash Info Solutions is an IT services, Digital and Business solutions company based in Chennai (India) providing Customized Software Development, Web Application Development, Mobile Application Development and IT Consulting Services. We have earned the pride of being one of the leading desktop & web based software solution provider in India, we develop software solution that helps our customers to outperform the competition and stay ahead in today's competitive business environment. We firmly believe that business needs can be only met when technology is in sync with business process. At Shiash Info Solution , we provide multi-dimensional IT services that caters to high-end internet strategy, software development and design solutions for corporate clients all across the globe. We have a wide and varied range of products & services that can suit the divergent needs of our large client base. We understand that for the success of any project Time, Quality and Support has to be top class, for this our planning & quality control team make sure that your projects are very planned & designed to be delivered on time & also the quality of the project is more than what you have expected.

We rapidly transform our self-motivated ideas and concepts into new products and applications along with improving application performance, thus, reducing the complexities of business operations and accelerating the business output or efficiency of our clients.

SERVICES OFFERED:

Enterprise Application Development:

SIS offers end-to-end enterprise solutions with strategic technology approach. Enterprise Applications are becoming the backbone of a business and increasingly important for businesses of all kinds. The main objective of enterprise is to make employees stay connected from where ever they are and access the company's data so they can easily work remotely. Enterprises are

adapting to mobility solutions in order to maximize their customer reach and increase the overall productivity. Enterprise Application Development Services provided by us addresses unique challenges and offer solutions like:

- Micro Service Architecture Solutions
- Machine Learning
- Tiered application Development
- Highly scalable solutions
- Service oriented development
- EAI and ERP integration

PRODUCT ENGINEERING: Product engineering or product development is one of the most challenging and complex processes in IT companies and there are many factors that affect today's businesses including,

- Increasing employee costs
- Increased customer demand
- Regulatory issues
- Pricing and time-to-market
- Need for continuous advancement

Our product development process includes client requirements analysis, project planning, architecture design, product development, Q/A testing, deployment, client handover and technical support.

IT OUT-SOURCING:

IT Outsourcing in Chennai due to its extensive range of IT consultancy services in Chennai that is required to augment the business of our clients.

Information Technology (IT) Outsourcing service is not a refined area of prospects where we might expect complications to occur. Hence we are prepared for providing solutions for many other services for our clients.

We are the best in providing IT Outsourcing in Chennai as we ensure to find solutions in a short time with minimal resources for your benefit. We work in a pattern and ensure that all possible and comprehensible solutions are presented to you on time and evaluate the opportunities in outsourcing process of them. As a software development company, we always aim to offer you top quality software solutions.

CLOUD COMPUTING : SHIASH Info Solutions is the leading and most reputable Cloud Computing service provider in India

Shiash Info Solutions is the leading and most reputable service providers. We provide you the best pathfinder for the Web Development by introducing Custom Cloud Application. Becoming a part of our coming will release you from the unnecessary investment of money for controlling extensive infrastructure as well as middleware stack. We provide our top-notch quality of cost-effective service so that they can smoothly build up their customer business process.

Our certified skillful expert team of Shiash Info Solution is quite potential to organize elastic and scalable processes of custom business along with the applications on the cloud. We are eligible to provide our diversified client sector a platform so that they can focus on different business rules and applications of the cloud.

We generally highlight some major area of functions such as

- Aspects of middleware
- Infrastructure management
- Scaling procedure
- Extremely powerful security
- Business logic
- Custom code
- Approval processes
- Workflow rules
- Easy to use application

Mobile Application Development:

SMI Mobile Application Development Team provide following services:

- Mobile Application Assessment
- Develop Native & Cross-Platform Apps for iOS and Android (using Titanium & Phonegap)
- Ionic framework – Hybrid application development
- Multi-Device & Multi-Platform Testing
- Single Sign On with Social Platforms like Facebook, LinkedIn, Google, etc

With experience of having developed 100+ Mobile Applications, we are uniquely positioned to realize Business Vision to provide Organization's data anytime, anywhere using Mobile Devices.

Enterprise Content Management:

SMI has vast experience amassed while using Content Management Systems (CMS) which helped our client excel as fastest growing companies in the market. We use template driven web design techniques and probe into your organizational requirements for tailoring the right website designs that impress our clients every time. We are expertized with all of the latest CMS systems in the Open Source world, offers advantages such as timely modification and complete control over the website and it's content.

Quality Assurance & Testing Services:

SMI offers a wide range of testing services for enterprises and ISVs across the globe. We help you to get more out of your testing efforts, faster time to market for your next-gen applications/products or mobile apps with measurable quality. Expert test engineers are an integral part of every project we work on to ensure the deliverables meet the most stringent quality standards.

We also leverage our QA talent pool to provide standalone testing services by means of custom-tailored dedicated QA teams. A dedicated team reports directly

to the client, and works exclusively on a single project, closely collaborating with the client's staff. This approach has proven very effective for mid and long-term projects that require ultimate resource scalability and product knowledge retention.

DevOps Services:

Our 24/7 IT Infrastructure Management Services cover a wide array of spectrum of Remote Infrastructure Management, Infrastructure Design & Implementation, Virtualization and many others.

- Data Center Management
- Devops Management
- Network Security Management
- Managed Services
- Application Availability Management
- Cloud Advisory Services

We are also proud to share that we adhere to ITIL compliant processes and our Infrastructure Solutions have a low carbon footprint as we deploy highly energy efficient next-gen data centers.

IT Security Services:

- Governance: ITIL; CoBIT, ISO/IEC 20000, ISO/IEC 27000, IS Governance.
- Digital / Process transformation, IS Risk Management, Security Operations.
- Information Systems and Security Audit and Trainings

1.4 NEED FOR STUDY:

Though many research has been conducted Study on factors influencing employee morale, No research has been conducted this research in SIS Pvt Ltd, Chennai. There exists research gap. To fill this gap, the researcher has taken up the research, Factors Influencing Employee Motivation.

Employee with special reference to SIS Pvt Ltd". SIS is one of the premier IT services Organization in India which offers distinctive technological solutions to the global clients. In SIS Pvt Ltd, Chennai no one has taken this study. By doing this study, I can find out the factors influencing employee in SIS Pvt Ltd.

1. Employee satisfaction: When employees feel motivated, they are more likely to enjoy their work and be satisfied with their job.
2. Improved retention: Motivated employees are less likely to leave the organization, leading to improved employee retention.
3. Higher profits: A motivated workforce results in increased efficiency and improved performance, which can lead to higher profits.
4. Increased productivity: Motivated employees tend to work harder and produce better results, which in turn leads to increased productivity.
5. Better customer satisfaction: When employees are motivated, they are more likely to provide excellent customer service, leading to better customer satisfaction.

1.5 SCOPE OF THE STUDY:

The research will be taken up in SIS Pvt Ltd only. This study is to measure the morale of employees with various factors like Organization, personal factors, Performance Appraisal, Leadership & Supervision, Work Environment, peer group relationship, job satisfaction and other factors related to Morale.

- Overview of current employee motivation levels in the organization and identifying areas for improvement.

- Examination of the various motivational strategies and techniques used by the organization and their effectiveness.
- Analysis of the relationship between employee motivation and job satisfaction, performance, and turnover.
- Evaluation of the impact of a motivated workforce on customer satisfaction and overall organizational performance.
- Development of recommendations for improving employee motivation in the organization based on the study findings.

1.6 OBJECTIVES OF THE STUDY

Primary Objective:

To study the factors influencing motivational tools on employees' morale with special reference to SIS Pvt Ltd

Secondary objectives:

- To study the factors influencing the morale of the employees in the firm.
- To identify the level of satisfaction of employees towards the organization.
- To know and understand about the employee's lack of motivation.
- To suggest measures to increase the morale of employees in SIS Pvt Ltd.

1.7 LIMITATIONS OF THE STUDY:

There are some limitations for this study.

- The time needed for study the impact of employees may be insufficient.
- Employees may not give true information and also their opinion may vary in the future which is unpredictable.

CHAPTER-II REVIEW OF LITERATURE

REVIEW OF LITERATURE:

1. **Bhoomi Patel, Ms. Tarjani Desai (2013)** had published an article on **“Effect of Workplace Fun on Employee Morale and Performance”**. The aim of study is to investigate effect of workplace fun on employee morale and performance, and to know the factors which influenced by workplace fun. Tools used are regression analysis, multiple Reponses test, factor analysis, Mann–Whitney U test. The results supported the main effects that employees who experienced more fun in their workplace had greater satisfaction with their job & have positive impact on employee performance & productivity. This study suggested that to promote workplace fun organization has to focus and give importance on management games, informal party and get to gather, casual day celebration too.
2. **Duncan N. Nyaberi & Aloys Nyagechi Kiriago (2013)** conducted the research on **“Effects of retrenchment on the morale and job security of surviving employees of Telkom Kenya Limited”**. Main aim is to determine how retrenchment in Telkom Kenya has affected the morale of employees and to determine how retrenchment process has affected job security of surviving staff. The study adopted the descriptive survey research design. Descriptive research portrays an accurate profile of persons, events, or situations.
3. **Muhammad Imran Khan Khalil(2013)** had published an article on **“Job Satisfaction and Work Morale among Ph.D.’s A Study of Public and Private Sector Universities of Peshawar, Pakistan”**. This study is assumed to investigate how job satisfaction and work morale affect the work performance of the Ph.D.’s. The respondents involved in this study are Ph.D. faculty members of different public and private sector universities of Peshawar, Pakistan. Regression and Correlation analysis was used for data analysis. The study revealed that, there is positive and significant effect of work morale and job satisfaction on quitting intention of Ph.D.’s
4. **Ngamb (2013)** conducted the research on **“The relationship between leadership and employee morale in higher education”** . He revealed

that there is a relationship between leadership and morale, and those leadership competencies such as communication, fostering trust and team building set a clear direction for the college impact on morale. It is recommended that morale surveys should be conducted to obtain the requisite information before developing strategies that relate to employee morale, retention and performance.

5. **Shelar Chitra M. and R.G. Phadatare (2013)** had published an article on **“A Study of Employee’s Welfare and Social Security Measures with Special Reference to Selected Industrial Units in Karad Taluka, Dist.”**. Employee’s welfare and social security are important because it frees the employee to work with his utmost efficiency and effectiveness to the organizations task and thus organization’s productivity and efficiency get increased. Social security measures are the part of welfare activities which play important role in rapid industrialization, growth of national economy as they improve employee’s morale by providing sense of security to them against various industrial hazards.
6. **Usmaniet. al.(2013)** conducted the research on **“Diversity, Employee Morale and Customer Satisfaction: The Three Musketeers”**. He explores the relationship between diversity and customer satisfaction mediated by employee morale. Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modelling were run to test the relationship and significance of the model. The results rejected the mediated relationship of diversity and customer satisfaction but showed positive direct association between diversity and employee morale.
7. **Kandhakumar , DR. J. Isaac Balasingh (2014)** had published an article on **“Conceptual Frame Works On Employee Morale And Satisfaction In Work Place”**. This conceptual article attempts to describe the factors influencing employees moral and various researchers’ contribution towards morale factors in work place. This article concludes that morale is the prime factor which results in effective performance of an organization.
8. **Stephen (2014)** conducted the research on **Using Motivating Theories to Enhance Productivity in Cement Manufacturing Companies in Nigeria: An Overview**. It indicated a positive correlation between motivation and the level of productivity in many organizations. Companies that use motivation

- to enhance a higher level of productivity are considered world class and compete globally, and this in-turn creates sustained competitiveness
9. **Tephillah Vasantham(2014)** had published an article on “**Employee Morale And Employee Retention**”. Objective is to find out the relationship between employee morale and employee retention. The tools used are chi-square analysis, correlation, and multiple regression analysis. He concluded that if the employees have high morale then the organization can achieve high results, if the morale is low the net result will be poor. So it's the duty of the organization to adopt strategies to build high employee morale.
 10. **UshaTiwari(2014)** published an article on “**A Study On Employee Morale And Its Impact On Employee Efficiency At Jaypee Cement Plant Rewa (M.P.)**”, Objective is to assess the level of morale of the employees of Jaypee Cement Plant Rewa. And to find the various factors leading to employees' morale in the organization. The Study shows that the employees morale and its impact on employees efficiency at. Jaypee Cement Plant Rewa , appears Good. It is suggested that Clear and timely communication and feedback management should Define goals and direction of the work unit and company.
 11. **VigneshShankar(2014)** conducted the research on “**A Study on Employee Morale and Quality of Work Life**”. Objective of this research is to investigate and determine the quality of work life and morale of Employees and their effects on organizational operations. It is necessary to ensure quality work life for all- round peace and prosperity. Better quality of work life leads to increased employee morale. It minimizes attrition and checks labor turnover and absenteeism.
 12. **Johnsrud (2015)** had published an article on "**Maintaining morale: A guide to assessing the morale of midlevel administrators and faculty**". He explains that morale holds satisfaction of work environment and also some characteristics such as excitement, emotion, commitment and loyalty to organization and tendency toward job.
 13. **Kahn and Katz (2015)** had published an article on ‘**Leadership Practice in Relation to Productivity and Morale**’. Objective is to know the leadership

practices used in retention of employees, productivity and morale. He stated that “Morale is a combination of attitudes towards the company, job and the immediate supervisor”. The author drew the conclusion that there was a strong direct causative correlation between high productivity and high morale and vice versa

14. **Kamalachandran Rukshani and Samitham by Senthilnathan (2015)** conducted the research on “**Impact of Organizational Trust on Employee Morale**”. This study attempts to investigate the extent to which the organizational trust of these employees is significantly related to employee morale in comparison between Sri Lanka Telecom and Ceylon Electricity Board in Trincomalee Town and Gravets, Sri Lanka. Findings explore a positive significant relationship between organizational trust and employee morale.
15. **Osabiya, B.J. (2015)** had published an article on “**The Effect of Employees’ Motivation on Organizational Performance**”. Objective is to analyse the effectiveness of employees motivation. Chi-square test, multiple regressions are the tools used in this research. He defined motivations as “the driving force within individuals by which they attempt to achieve specific goal in order to fulfil some needs or expectations
16. **Raja and Satheesh Kumar(2015)** had published an article on “**Factors affecting employee morale and strategies adapted to build high employee morale**”. Objective of this research is to analyse the Factors affecting employee morale and strategies adapted to build high employee morale. Correlation, regression are the tools used in this research. It was found that Objectives of the organization, Organizational design, Personal factors, Rewards are the factors which are affecting the employee morale.
17. **Surya RashmitRawat (2015)** had published an article on “**Impact Of Transformational Leadership Over Employee Morale And Motivation**”. He revealed that there is a impact of leadership over employee morale and motivation and he mentioned leadership competencies such as communication, fostering trust and team building that set a clear direction for the impact on morale. It is recommended the best fit between personality, age, experience, attitude of the leader and follower involves lot of freezing, unfreezing and re-freezing exercises in accordance with

working environment. Therefore, he evaluated the significant impact of leadership over employee morale and motivation.

18. **Yohana I. Wantania and Stanss L.H.V. Joyce Lapian(2015)** had published an article on **“The Effect of Employee Morale And Facilities Toward Employee Efficiency Of Pt Astra International Tbk – Daihatsu Manado”**. The main objective is to identify the effect of: 1. Employee Morale and Facilities on Employee Efficiency simultaneously, Employee Morale on Employee Efficiency partially. The tools used are validity test, reliability test, T-Test and multiple regression analysis. It was found that Employee Morale and Facilities have significant effect on Employee Efficiency and Employee Morale has significant effect on Employee Efficiency.
19. **Anand and Bajaj (2016)** had published an article **“Workers participation in decision making,” productivity” “Employee Morale survey.”**. They conducted a morale survey in two large engineering organisations. They explored information in respect of variables, including the company’s image, job content, and job satisfaction, basis for promotion, motivation for work, salary and other benefits, superior-subordinate relationships and participation, consultation and delegation. The result showed that the overall image of the company among the employees varied from good to very good in both organizations
20. **Daeij Al Hosni and Dr. M. Firdouserahmankhan (2016)** conducted the research on **“The Effect Of Security Procedures On Employee Morale”**. Objective is to analyze the main issues on the scrutiny of personal belongings and the effect of it on the employee morale .He reveal that the employees understand the logic behind the measures, are not reluctant and hence no negative impact on the employee’s morale. He demonstrated that there is a strong association between employee privacy, their trust, tolerance and morale of employees. The major factor that impede the security procedures are the trust and privacy
21. **Mirza (2016)** had published an article on **“Workers participation in decision making,” productivity”**. It has shown that morale is influenced when the participation of workers in various work and decision-making

process increases. Such participation decreases their work apathy, industrial tension and conflict. It indirectly helps in boosting their morale.

22. **Sabarirajan (2016)** conducted the research on **“A Study On Employee Morale And Job Satisfaction Among The Employees Of Spinning Mills At Dindigul District”**. The aim of this research is to analyse the employee morale and job satisfaction among employees of Spinning mills in Dindigul. The construct used for this research to test the employee morale consists of intrinsic motivation, work meaningfulness, organizational commitment and work pride. Findings suggest that high correlation exists between employee morale and job satisfaction among the employees.
23. **Uma Devi and Vijayakumar (2016)** had published an article on **“A Study on Impact of Morale on Organizational Commitment, Through Structural Equation Modelling (SEM)”**. Objective of this study is to measuring the impact of morale on organizational commitment with special reference to college teachers. From the analysis it was found out that teachers have high level of morale and organizational commitment. The overall morale is higher in Government colleges.
24. **Ashraf Tag-Eldeen (2017)** had published an article on **“Investigating the impact of workplace bullying on employees’ morale, Performance and Turnover Intentions in five-star Egyptian hotel operations”**. He found that significant effects of workplace bullying on the multiple organizational outcomes including morale and turnover intentions. Other drawbacks of these practices include undermining teamwork, lowering productivity and increasing staff sickness, absence and turnover rates. It also costs time and money, affects the quality of service delivery, and damages the organization’s reputation.
25. **JianguanglungDangmei_and Amarendra Singh(2017)** had published an article on **“How Aesthetic Leadership Style Might Relate to Employee Morale at Workplace? An Analytical Study”**. This paper analyses the aesthetic leadership style with the implications for future leadership preparation to harness positive employee morale at the workplace and concludes that by considering aesthetic leadership style can boost positive employee morale necessary for working towards the organization.

26. **Osama Samih Shaban (2017)** conducted the research on **“The Effect of Low Morale and Motivation on Employees’ Productivity& Competitiveness in Jordanian Industrial Companies”**. The main aim is to examine the effect of low morale and motivation on employee’s productivity and competitiveness .As low productivity and loss of competitiveness are outcome of low morale and low motivation and may sometime leads to further undesired symptoms such as absenteeism and sabotage.
27. **Burhanudin Sastera, Hanif Mauludin (2018)** conducted the research on **“The Influence Of Employee Benefits Programs on Employee Morale And Employee Performance In PT. CJI Pasuruan”**. The research aims to analyze and to explain: Economic employee benefits program have an influence on employee morale. Facilitative employee benefits program have an influence on employee morale.
28. **Hillary (2018)** had published an article on **“Employee morale in service sector: Hospital”**. In his research simply says that the hospital is the place of many of the employees will come and go , their servicing staffs if having high morale with their work the service will also be good when the morale gets low the employees of the organization also treats the employees that way.
29. **Kandavel and Dr. D Sakthivel(2018)** had published an article on **“Influence of Training on Employee Morale”**. Main aim is to analyze training and its relationship on employee morale and to offer suggestions to improve training which leads to employee morale. One way anova, TTest, Correlation analysis are the tools used in this research. The study results show that there is a strong optimistic relationship among training and employee morale. It is suggested that Monitor employee’s attitude and behaviour on a regular basis through training.
30. **Kanimozhi and Vinothkumar (2018)** had published an article on **“Effectiveness of employee morale and its impact on employee relation in manufacturing industry”**. Objective of this study is to study Effectiveness of employee morale and its impact on employee relation in manufacturing industry. It is concluded that majority of the employees were satisfied about the facilities given by the industry and Result shows that

there is the significant link between training, employees work performance, employee morale.

31. **Sangeetha and Dr.G. Sundharavadivel(2018)** conducted the research on **“A Study On Employee Morale With Reference To Tidc Private Limited”**. Objective of this study is To understand the Employee Morale and to study Morale Building Techniques. Chi-square test, factor analyses are the tools used in this research. They found that workers are likely have greater comfort with others and willingness to work together toward goals, Overall Productivity will increase due to high number of experience operators, this would increase revenue of the company.
32. **SubhashKodiyil Raman and Nithya Sambamoorthy (2018)** conducted the research on **“A Study On Employee Morale And Its Influence On Employee Performance With Special Reference To Education Industry In Oman”**. Objective of this study is to study the employee morale and its influence on employee performance at ShCT. The Study shows that employee’s morale and its influence on employee’s performance at Shinas College of Technology is a positive relationship.
33. **Suganya Devi and A.G. Ravi (2018)** had published an article on **“A Study on Employee Morale with Special Reference to Butterfly Gandhimathi appliance Pvt Ltd”**. The main aim is to understand about the employee morale and suggest effective measures to increase morale of the employees of butterfly pvt ltd. By doing this study we come to know the employees performance and motivation in the organization. Employee’s relationship & strength will be found through morale. This researcher has used the statistical tools like Correlation, Regression Equation. It was found that the respondents expressed that they have heavy work load in the organization. It shows the level of the morale. It is suggested that Management should reduce the work load of the employees. It is better the management should recognize the special talents.

CHAPTER III RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Research Methodology is the process of systematic investigation of any management problem it deals with research design, data collection method, sampling plan, sampling method. "Research" means a scientific and systematic search for pertinent information on a specific topic. Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data, making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

"Methodology" is defined as "the study of methods by which we gain knowledge, it deals with cognitive processes imposed on research to the problem arising from the nature of its subject matter".

3.1 RESEARCH DESIGN:

It is a framework or blueprint for conducting the research project it details the procedures necessary for obtaining. It the information needed to structure or solve the research problem.

Descriptive Research:

Descriptive research is also called statistical research .the main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind situation. Descriptive research is mainly done when a research is mainly done when a research wants to gain a better understanding of a topic. Descriptive research answer the questions who, what, where, when and how.

3.2 SAMPLING SIZE

Sampling Design: Simple random sampling is used in this research. It means employees are selected randomly for the research.

Sampling Size : 125 employees are selected as sample for the research

3.3 DATA SOURCES:

Data collections are classified into two:

1. Primary data
2. Secondary data

The research has done through primary and secondary data.

Primary Data:

Primary data are those which are collected for the first time and they are original in character. These are collected by the researcher to study a particular problem.

The primary data is collected through the questionnaire method. The questionnaire will contain the questions life.

Demographic variables questions for gathering the personal details like name, age, income (monthly, Annual), residential

Secondary Data:

Secondary data refers to the information or facts already collected. Such data are collected with the objectives of understanding the past status of any variable data collected and reported by some source is accessed and used for the objectives of the study. The secondary data were collected from:

- ✚ Magazine
- ✚ Books

✦ Journals

✦ Records maintained by HR department and company websites

3.4 RESEARCH INSTRUMENTS

Research tool are the instruments which is used for gathering or collecting information. The instruments used

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

3.5 SAMPLING

Gathering information about every single unit of the populace is called registration strategy. The approach, where only a few units of people under study are dignified for analysis is called selection method. There are 2 main groups under which various random sample systems can be put.

The two categories are

1. Probability sampling
2. Non-probability sampling

The sampling method adopted for the training is suitability sampling under non-probability sampling.

NON-PROBABILITY SAMPLING

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not associated with the choice procedure. But this does not mean that the judgments gained from non-probability sampling are of questionable value.

CONVENIENCE SAMPLING:

In this method, the sample units are chosen mainly on the basis of the convenience to the investigator.

3.6 ANALYTICAL TOOLS

ANALYSIS USING KARL PEARSON'S CORRELATION:

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. It estimates the level of relationship between 2 factors. The Pearson item minute relationship coefficient is a proportion of the quality and heading of affiliation that exists between two factors estimated on no less than an interval scale. It is signified by the image r .

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

CHI- SQUARE TEST I – (χ^2)

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the inspecting dispersion of the test measurement is a chi squared distribution at the point when the invalid theory is valid or any in which this is asymptotically valid, implying that the examining dissemination if the invalid theory is genuine can be made to estimated a chi squared circulation as intently as wanted by making the sample size large enough.

The χ^2 test was first recycled by Karl Pearson in the year 1980. The quantity χ^2 describes the magnitude of the discrepancy among theory and observation. It is calculated using:

$$\chi^2 = \sum [(O_i - E_i)^2 / E_i] \text{ with } (n - 1) \text{ degrees of freedom.}$$
 Where, O_i refers to the observed frequency & E_i to the estimated frequencies. χ^2 was used as a test of independence and goodness of fitting.

ONE-WAY ANOVA

A one way ANOVA is used to compare two means from two independent groups using the F- distribution. The null hypothesis for the test is that the two means are equal. Therefore, a significant result means that the two means are unequal.

PERCENTAGES

Percentages mention to a special kind of ratio. Rates are utilized in making correlation between at least two arrangement of information. Rates are utilized to portray connections, it is communicated as.

$$\text{Rate} = (\text{no of workers/complete no of representatives}) 100$$

CHARTS:

Outlines are realistic showcases of information for simple comprehension of relative positions that isn't constantly conceivable with unmistakable words or numbers. Sorts of graphs generally utilized in business information introduction are: Bar and pie.

BAR CHARTS:

The bar graph is generally utilized for introduction of subjective information. The information can be ceaseless or discrete information, which are plotted against discrete information interims. The vertical bar outline, additionally called bar graph where the length or tallness of bars speak to the numerical estimation of the occasion or estimation. Width or hole between the bars is of no criticalness to the bar graph information; how-ever they are even in an outline.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

1. Age of the Respondents:

The following table shows the Age of the respondents and their frequencies in percentage

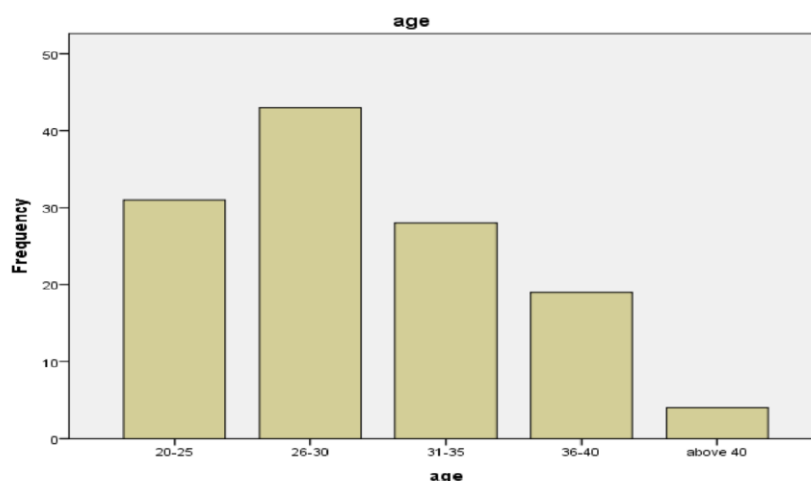
Table: 4.01 Age of the Respondents

Age	Frequency	Percent
20-25	31	24.8
26-30	43	34.4
31-35	28	22.4
36-40	19	15.2
above 40	4	3.2
Total	125	100.0

Interpretation:

From the above table, Majority of the respondents are fall under the age category from 26-30(34.4%), 24.8% of the respondents are fall under the category from 20-25, 22.4% of the respondents are fall under the age category of 31-35, 15.2% of the respondents are fall under the category of 36-40 and only 3.2% of the respondents are fall under the category of above 40.

Chart: 4.01 Age of the Respondents



2. Gender of the Respondents:

The following table shows the gender of the respondents and their frequencies in percentage.

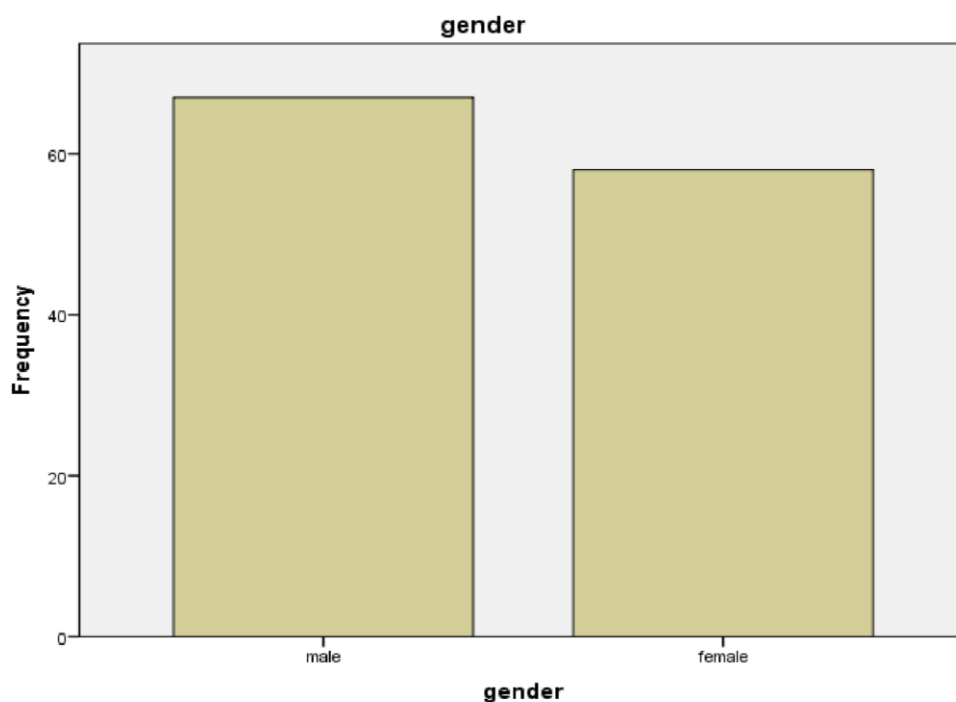
Table: 4.02 Gender

Gender	Frequency	Percent
Male	67	53.6
Female	58	46.4
Total	125	100.0

Interpretation:

From the above table, it could be inferred that Majority of the respondents are male (53.6%) and 46.4% of the respondents are fall under the category of female.

Chart: 4.02 Gender



3. Qualification:

The following table shows the Qualification of the respondents and their frequencies in percentage.

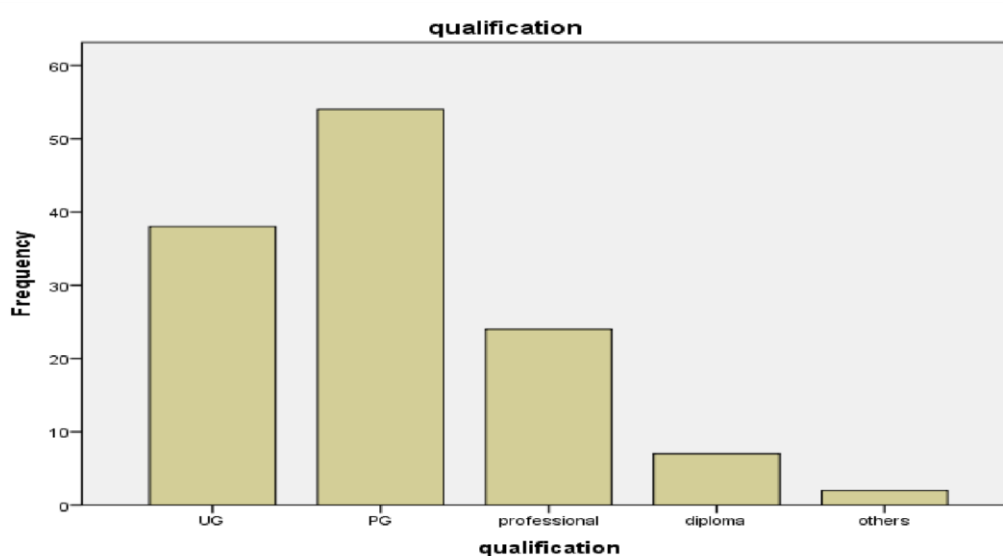
Table 4.03 Qualification

Qualification	Frequency	Percent
UG	38	30.4
PG	54	43.2
professional	24	19.2
Diploma	7	5.6
Others	2	1.6
Total	125	100.0

Interpretation:

From the above table, 43.2% of the respondents have qualification as PG, 30.4% of the respondents are have UG qualification, 19.2% of the respondents are Professionals, 5.6% of the respondents are diploma and only 1.6% of the respondents are others.

Chart 4.03 Qualification



4. Marital Status:

The following table shows the Marital Status of the respondents and their frequencies in percentage

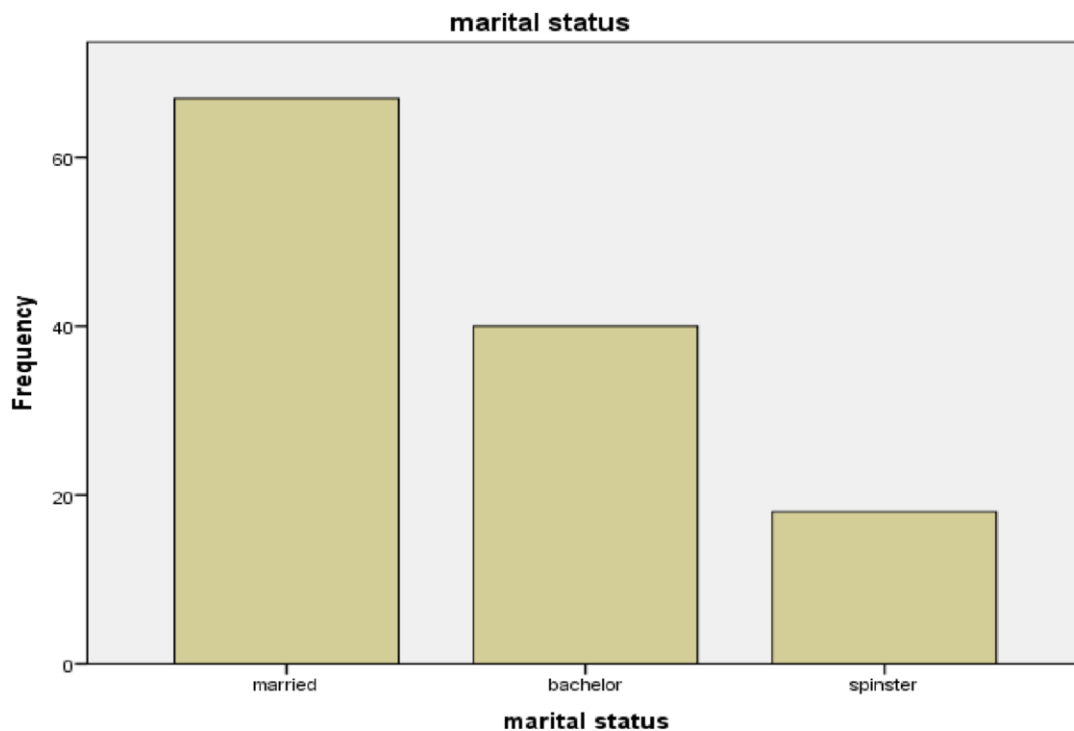
Table 4.04 Marital Status

Marital Status	Frequency	Percent
Married	67	53.6
bachelor	40	32.0
Spinster	18	14.4
Total	125	100.0

Interpretation:

From the above table, 53.6% of the respondents are married, 32% of the respondents are bachelor and only 14.4% of the respondents are spinster.

Chart 4.04 Marital Status



5. Locality:

The following table shows the Locality of the respondents and their frequencies in percentage.

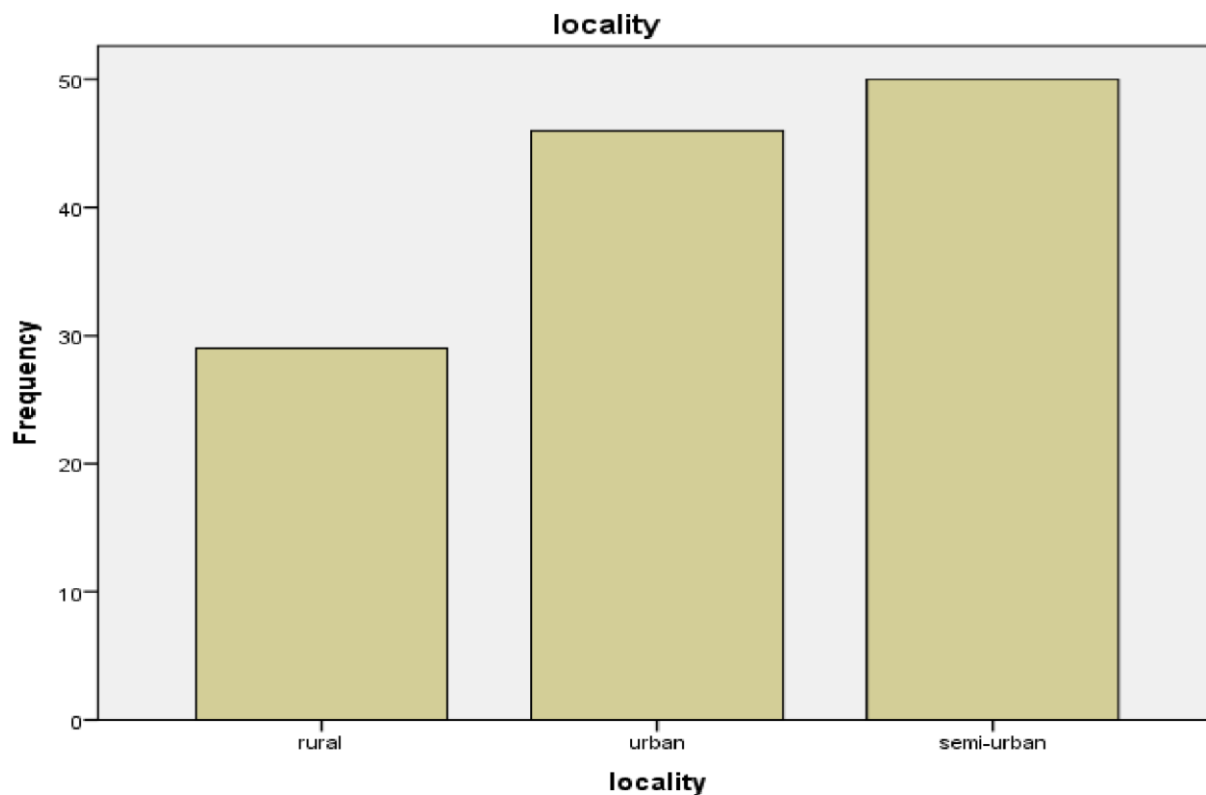
Table 4.05 Locality

Locality	Frequency	Percent
Rural	29	23.2
Urban	46	36.8
semiurban	50	40.0
Total	125	100.0

Interpretation:

From the above table, it was inferred that 40% of the respondents are from semi-urban area, 36.8% of the respondents are from urban and 23.2% of the respondents are from rural.

Chart 4.05 Locality



6. Designation:

The following table shows the Designation of the respondents and their frequencies in percentage.

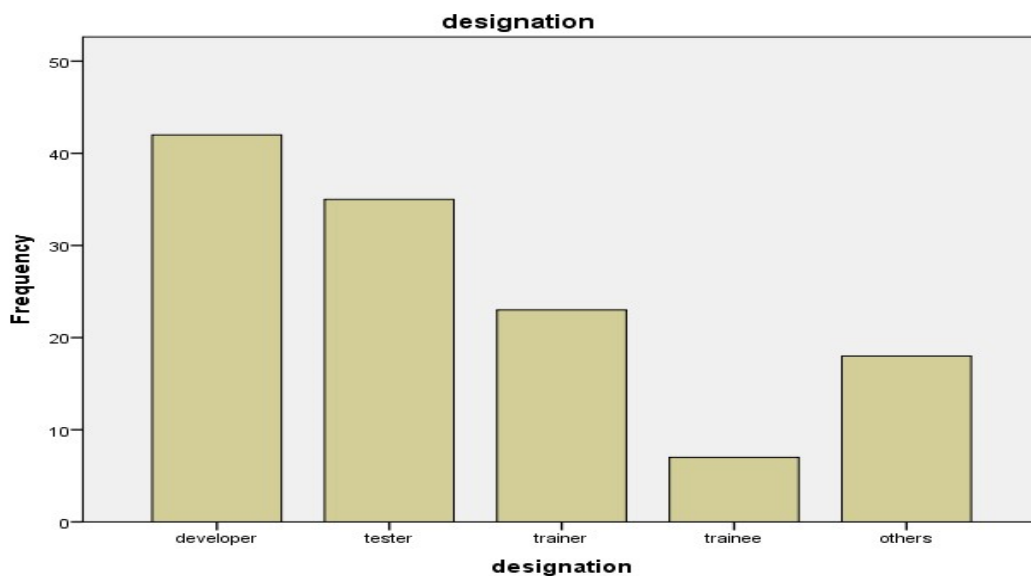
Table 4.06 Designation

Designation	Frequency	Percent
Developer	42	33.6
Tester	35	28.0
Trainer	23	18.4
Trainee	7	5.6
Others	18	14.4
Total	125	100.0

Interpretation:

From the above table, It was inferred that 33.6% of the respondents are Developer, 28% of the respondents are Tester, 18.4% of the respondents are Trainer, 14.4% of the respondents are others, only 5.6% of the respondents are Trainee.

Chart 4.06 Designation



7. Monthly Income:

The following table shows the Monthly Income of the respondents and their frequencies in percentage.

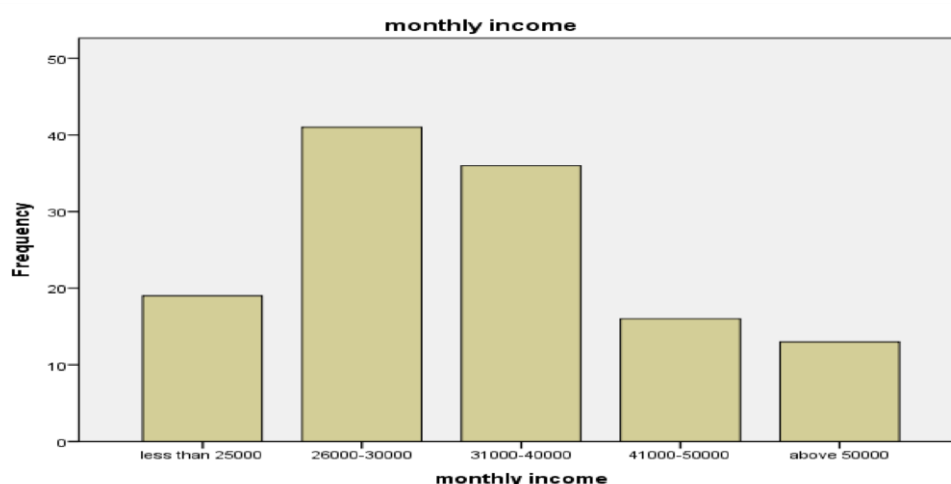
Table 4.07 Monthly Income

Monthly Income	Frequency	Percent
less than 25000	19	15.2
26000-30000	41	32.8
31000-40000	36	28.8
41000-50000	16	12.8
above 50000	13	10.4
Total	125	100.0

Interpretation:

From the table, 32.8% of the respondents have monthly income as 26000-50000, 28.8% of the respondents have income as 31000-40000 and 15.2% of the respondents have income as less than 25000, 12.8 of the respondents have income as 41000-50000 and 10.4% of the respondents have income as above 50000.

Chart 4.07 Monthly Income



8. Department:

The following table shows the Department of the respondents and theory frequencies in percentage.

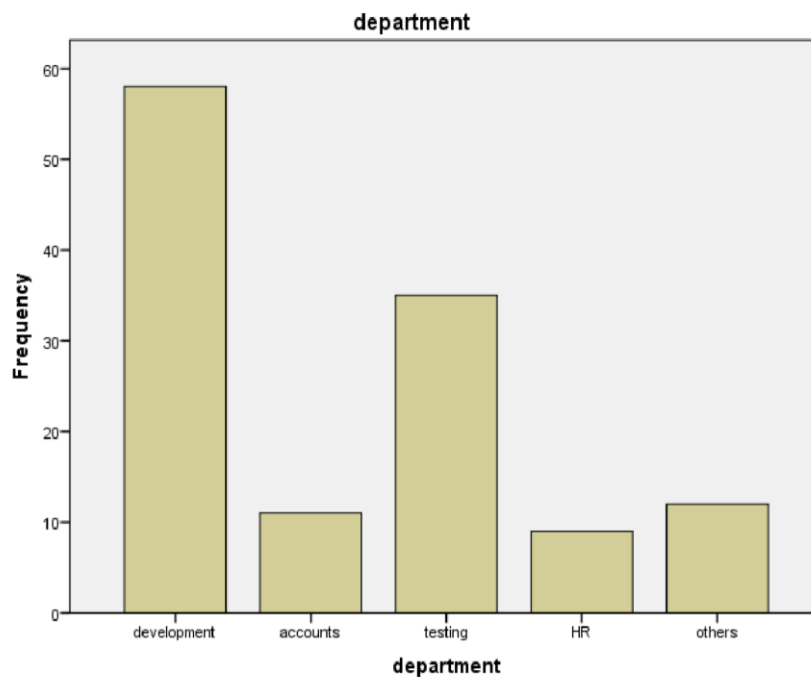
Table 4.08 Department

Department	Frequency	Percent
development	58	46.4
accounts	11	8.8
Testing	35	28.0
HR	9	7.2
Others	12	9.6
Total	125	100.0

Interpretation:

From the above table, It was inferred that 46.4% of the respondents have department as Development, 28% of the respondents are Testing, 9.6% of the respondents have department as others, 8.8% of the respondents are accounts, 7.2% of the respondents are HR department.

Chart 4.08 Department



9. Experience:

The following table shows the experience of the respondents and their frequencies in percentage.

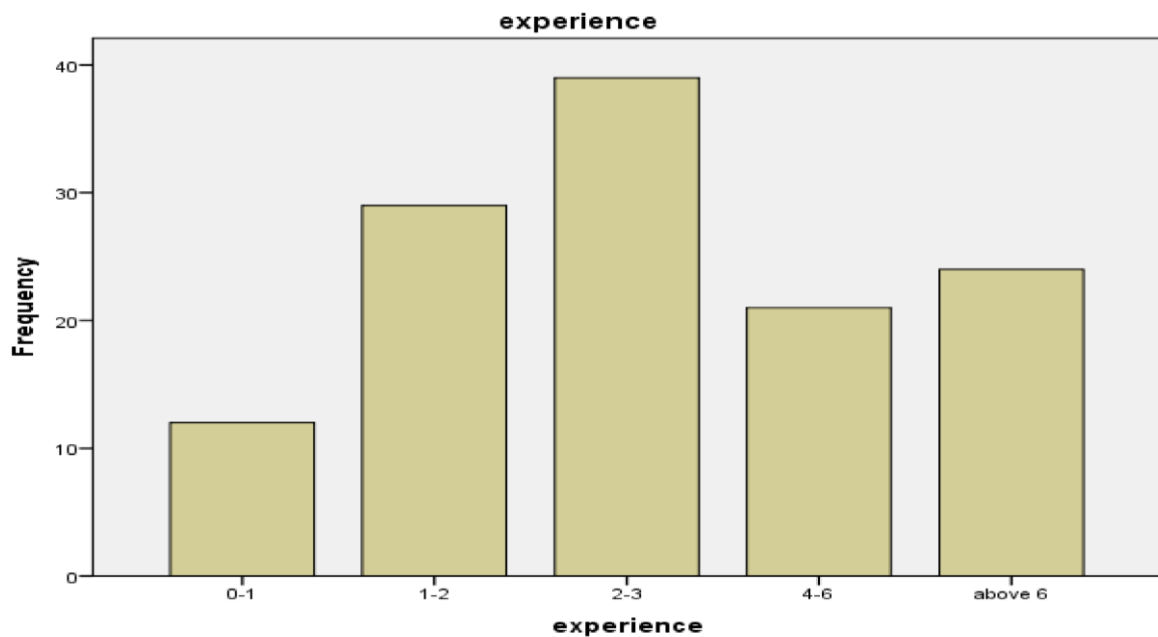
Table 4.09 Experience

Experience	Frequency	Percent
0-1	12	9.6
1-2	29	23.2
2-3	39	31.2
4-6	21	16.8
above 6	24	19.2
Total	125	100.0

Interpretation:

From the above table, It was inferred that 31.2% of the respondents have experience as 2-3 years, 23.2% are 1-2 years, 19.2% of the respondents are above 6 years, 16.8% of the respondents have experience as 4-6 years, only 9.6% of the respondents are 0-1 year experience.

Chart 4.09 Experience



10. Organization:

The following table shows the variables of Organization factor and their frequencies in percentage.

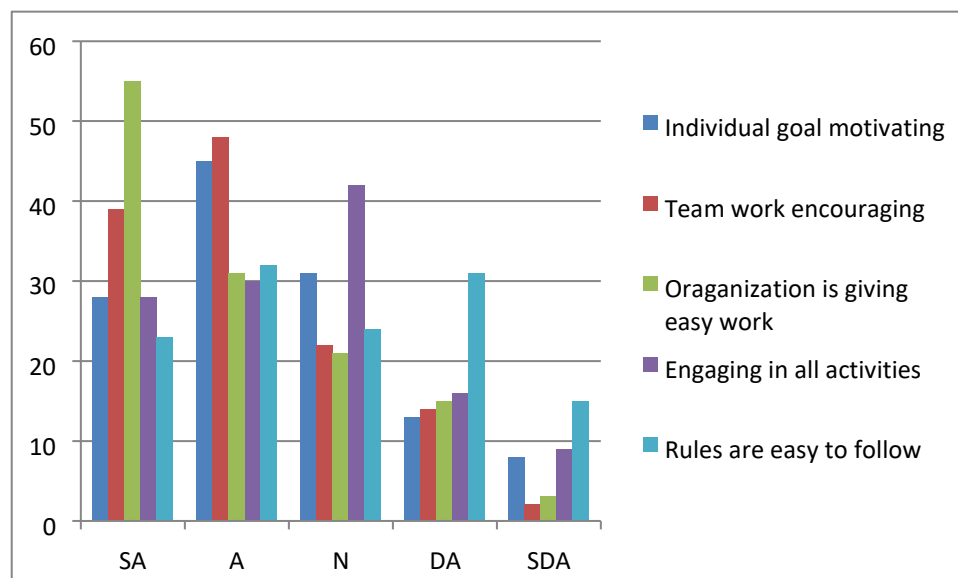
Table 4.10 Organization

Organization	SA	A	N	DA	SDA
Individual goal motivating	28	45	31	13	8
Team work encouraging	39	48	22	14	2
Organization is giving easy work	55	31	21	15	3
Engaging in all activities	28	30	42	16	9
Rules are easy to follow	23	32	24	31	15
Total	173	186	140	89	37
Percentage	27.68	29.76	22.4	14.24	5.92

Interpretation:

From the above table, it is interpreted that Organization factor prevails agreeable at 29.76% with respect to goals motivating, team work encouraging, easy work, engaging in all activities, rules are easy to follow.

Chart 4.10 Organization



11. Personal Factor:

The following table shows the variables of personal factor and their frequencies in percentage.

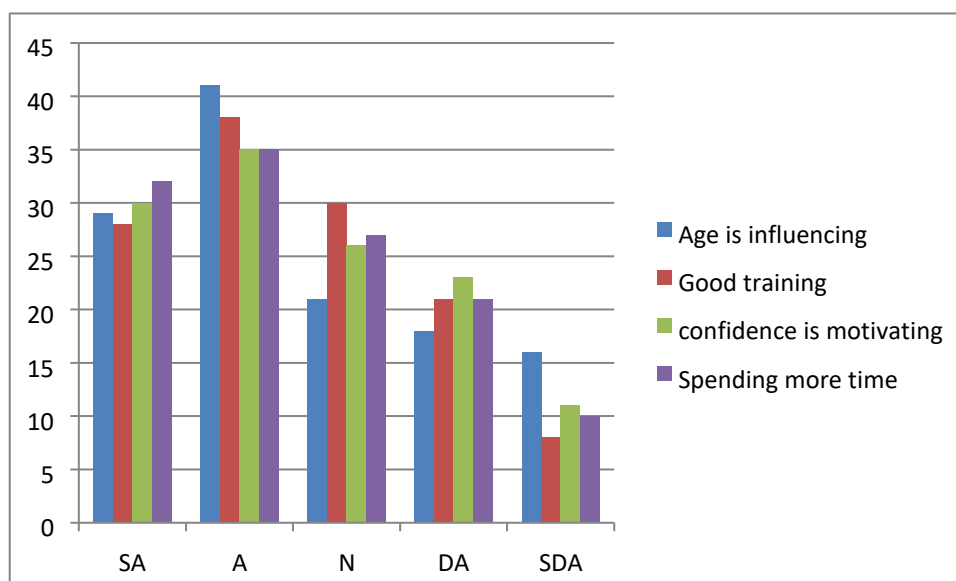
Table 4.11 Personal Factor

Personal Factor	SA	A	N	DA	SDA
Age is influencing	29	41	21	18	16
Good training	28	38	30	21	8
confidence is motivating	30	35	26	23	11
Spending more time	32	35	27	21	10
Total	87	114	77	62	35
Percentage	23.2	30.4	20.53	16.53	9.33

Interpretation:

From the above table, it is interpreted that Personal factor prevails agreeable at 30.4% with respect to Age, Good training, confidence, spending more time.

Chart 4.11 Personal Factor



12. Performance Appraisal:

The following table shows the variables of performance appraisal and their frequencies in percentage.

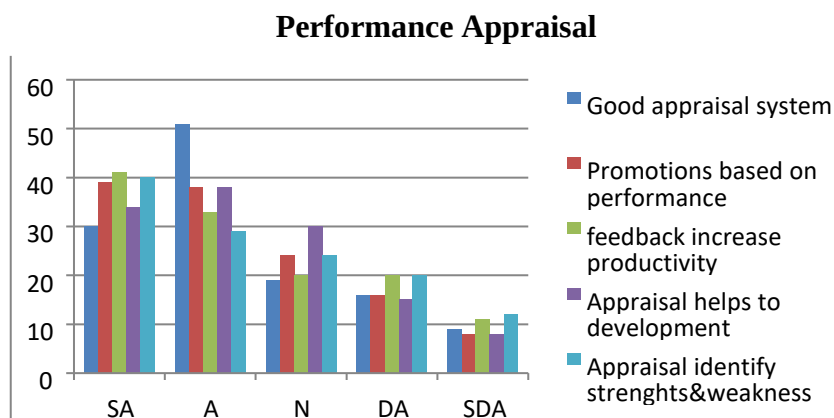
Table 4.12 Performance Appraisal

Performance Appraisal	SA	A	N	DA	SDA
Good appraisal system	30	51	19	16	9
Promotions based on performance	39	38	24	16	8
feedback increase productivity	41	33	20	20	11
Appraisal helps to development	34	38	30	15	8
Appraisal identify strengths & weaknesses	40	29	24	20	12
Total	184	189	117	87	48
Percentage	29.44	30.24	18.72	13.92	7.68

Interpretation:

From the above table, It was inferred that Performance appraisal prevails agreeable at 30.24 with respect to good appraisal system, promotions, increasing productivity, development, identifying strengths & weaknesses.

Chart 4.12



13. Leadership & Supervision:

The following table shows the variables of Leadership & supervision and their frequencies in percentage.

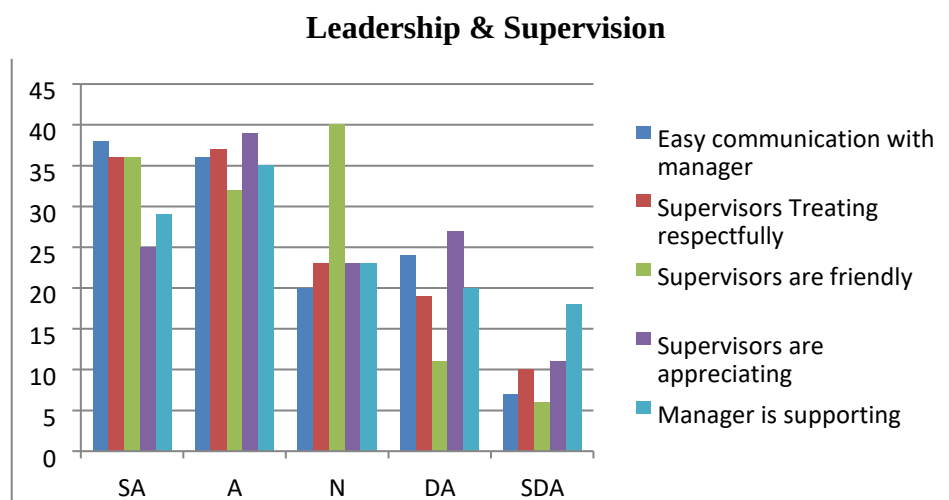
Table 4.13 Leadership & Supervision

Leadership & Supervision	SA	A	N	DA	SDA
Easy communication with manager	38	36	20	24	7
Supervisors Treating respectfully	36	37	23	19	10
Supervisors are friendly	36	32	40	11	6
Supervisors are appreciating	25	39	23	27	11
Manager is supporting	29	35	23	20	18
Total	164	179	129	101	52
Percentage	26.24	28.64	20.64	16.16	8.32

Interpretation:

From the above table, It was inferred that Leadership & Supervision prevails agreeable at 28.64 with respect to Easy communication with manager, Treating respectfully, friendly in nature, appreciation from manager and manager is supporting.

Chart 4.13



14. Work Environment:

The following table shows the variables of work environment and their frequencies in percentage.

Table 4.14 Work Environment

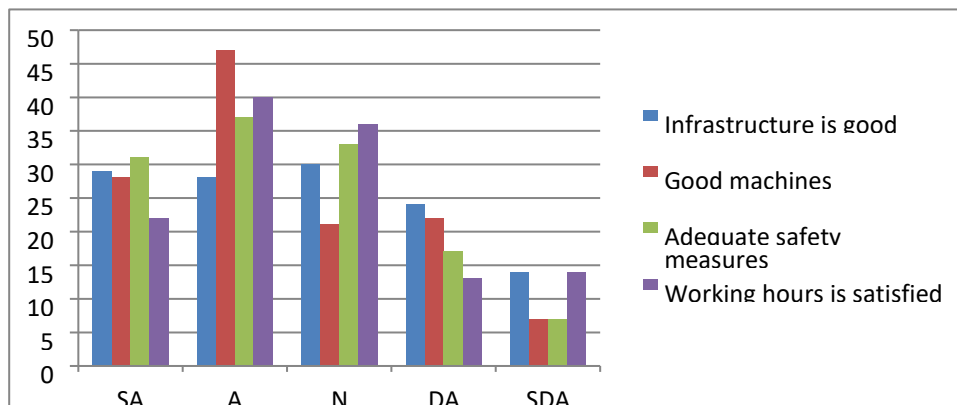
Work Environment	SA	A	N	DA	SDA
Infrastructure is good	29	28	30	24	14
Good machines	28	47	21	22	7
Adequate safety measures	31	37	33	17	7
Working hours is satisfied	22	40	36	13	14
Total	110	152	120	76	42
Percentage	22	30.4	24	15.2	8.4

Interpretation:

From the above table, It was inferred that work environment prevails agreeable at 30.4 with respect to good infrastructure, good machines, adequate safety measures, satisfied working hours.

Chart4.14

Work Environment



15. Peer group relationship:

The following table shows the variables of peer group relationship and their frequencies in percentage.

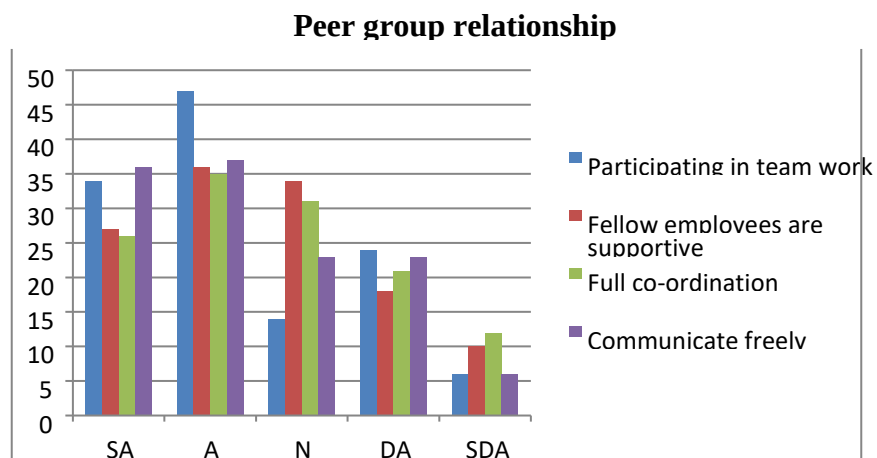
Table 4.15 Peer group relationship

Peer group relationship	SA	A	N	DA	SDA
Participating in team work	34	47	14	24	6
Fellow employees are supportive	27	36	34	18	10
Full co-ordination	26	35	31	21	12
Communicate freely	36	37	23	23	6
Total	123	155	102	86	34
Percentage	24.6	31	20.4	17.2	6.8

Interpretation:

From the above table, It was inferred that peer group relationship prevails agreeable at 31 with respect to active participation in team work, supportive employees, full co-ordination, communicate freely.

Chart 4.15



16. Job Satisfaction:

The following table shows the variables of Job satisfaction factor and their frequencies in percentage.

Table 4.16 Job Satisfaction

Job Satisfaction	SA	A	N	D	SDA
On time salary	37	33	31	15	9
Good grievance handling	33	43	15	25	9
Getting benefits	44	28	25	18	10
Water & other facilities	36	40	20	22	7
Secure in employment	37	32	23	23	10
Total	187	176	114	103	45
Percentage	29.92	28.16	18.24	16.48	7.2

Chart 4.16



Interpretation:

From the above table, It was inferred that job satisfaction factor prevails strongly agreeable at 29.92 with respect to on time salary, good grievance handling procedures, getting benefits, water & other facilities, secure in employment.

4.2 CHI-SQUARE ANALYSIS

Analysis 1: Age * Organization Factor

The chi-square analysis is done between the independent factor Age of the respondent and the dependent factor Organization Factor.

H0: There is no relationship existing between Age of the respondent & Organization Factor.

H1: There is a relationship existing between Age of the respondent & Organization Factor.

Table 4.17(a): Age * Individual goal motivating Cross tabulation

		Individual goal motivating					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	20-25	2	6	12	7	4	31
	26-30	11	18	7	4	3	43
	31-35	9	15	2	1	1	28
	36-40	6	5	7	1	0	19
	above 40	0	1	3	0	0	4
Total		28	45	31	13	8	125

Table 4.17(b): Age * Team work encouraging Cross tabulation

		Team work encouraging					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	20-25	9	9	5	7	1	31

	26-30	10	22	8	2	1	43
	31-35	12	5	6	5	0	28
	36-40	4	12	3	0	0	19
	above 40	4	0	0	0	0	4
Total		39	48	22	14	2	125

Table 4.17(c): Age * Organization is giving easy work Cross tabulation

		Organization is giving easy work					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	20-25	18	9	1	3	0	31
	26-30	21	5	8	8	1	43
	31-35	11	6	6	4	1	28
	36-40	5	8	5	0	1	19
	above 40	0	3	1	0	0	4
Total		55	31	21	15	3	125

Table 4.17(d): Age * Engaging in all activities Cross tabulation

		Engaging in all activities					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	20-25	7	5	14	2	3	31
	26-30	4	12	16	7	4	43
	31-35	11	5	6	4	2	28
	36-40	5	8	6	0	0	19
	above 40	1	0	0	3	0	4
Total		28	30	42	16	9	125

Table 4.17(e): Age * Rules are easy to follow Cross tabulation

		Rules are easy to follow					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	20-25	6	3	7	12	3	31
	26-30	4	14	8	12	5	43
	31-35	4	11	7	3	3	28
	36-40	9	4	2	3	1	19
	above 40	0	0	0	1	3	4
Total		23	32	24	31	15	125

Table 4.17(f): Chi-Square Tests

	Organization Factor	Value	df	P Value	Inference
Pearson ChiSquare	Individual goal motivating	35.230 ^a	16	0.304	Significance 0.05 level
	Team work encouraging	30.430 ^a	16	0.116	Significance 0.05 level
	Organization is giving easy work	25.853 ^a	16	0.546	Significance 0.05 level
	Engaging in all activities	34.208 ^a	16	0.205	Significance 0.05 level
	Rules are easy to follow	40.493 ^a	16	0.701	Significance 0.05 level

Interpretation:

The results of the table indicates that, the probability values of all variables of Organization Factor are greater than 0.05($P > 0.05$), the established null hypothesis is accepted and there is no associate relationship between Age of the respondents and the variables of Organization Factor.

Analysis 2: Qualification * Performance Appraisal Factor

The chi-square analysis is done between the independent factor Qualification of the respondents and the dependent factor Performance Appraisal.

H0: There is no relationship existing between Qualification of the respondents & Performance Appraisal.

H1: There is a relationship existing between Qualification of the respondents & Performance Appraisal.

Table 4.18(a): Qualification * Company having good appraisal system Cross tabulation

		Company having good appraisal system					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
qualification	UG	9	10	6	7	6	38
	PG	13	30	5	5	1	54
	professional	8	8	5	1	2	24
	diploma	0	2	2	3	0	7
	others	0	1	1	0	0	2
Total		30	51	19	16	9	125

Table 4.18(b): Qualification * Promotions based on performance Cross tabulation

		Promotions based on performance					Total
		strongly agree	agree	Neutral	disagree	strongly disagree	
Qualification	UG	15	8	9	3	3	38
	PG	18	17	10	8	1	54
	professional	5	13	2	4	0	24
	Diploma	0	0	3	1	3	7
	Others	1	0	0	0	1	2
Total		39	38	24	16	8	125

Table 4.18(c): Qualification * Appraisal feedback increase productivity Cross tabulation

		Appraisal feedback increase productivity					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Qualification	UG	8	12	9	7	2	38
	PG	21	9	8	10	6	54
	professional	11	6	3	1	3	24
	diploma	1	5	0	1	0	7
	others	0	1	0	1	0	2
Total		41	33	20	20	11	125

Table 4.18(d): Qualification * Appraisal helps to personal/professional development Cross tabulation

		Appraisal helps to personal/professional development					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
qualification	UG	17	8	5	5	3	38
	PG	9	21	14	6	4	54
	professional	6	8	6	3	1	24
	diploma	1	1	4	1	0	7
	others	1	0	1	0	0	2
Total		34	38	30	15	8	125

Table 4.18(e): Qualification * Appraisal identify strengths & Weaknesses Cross tabulation

		Appraisal identify strengths&Weaknesses					Total
		strongly agree	Agree	Neutral	disagree	strongly disagree	
Qualification	UG	6	9	15	5	3	38
	PG	20	12	6	10	6	54
	professional	12	6	0	4	2	24
	diploma	2	1	3	1	0	7
	others	0	1	0	0	1	2
Total		40	29	24	20	12	125

Table 4.18(f): Chi-Square Tests

	Performance Appraisal Factor	Value	Df	P Value	Inference
Pearson ChiSquare	Company having good appraisal system	27.466 ^a	16	0.037	Significance 0.05 level
	Promotions based on Performance	42.095 ^a	16	0.000	Significance 0.05 level
	Appraisal feedback increase productivity	21.998 ^a	16	0.001	Significance 0.05 level
	Appraisal helps to personal/ professional development	18.056 ^a	16	0.032	Significance 0.05 level
	Appraisal identify strengths & weaknesses	29.672 ^a	16	0.020	Significance 0.05 level

Interpretation:

The results of the table indicates that, the probability values of all variables of Performance Appraisal factor are less than 0.05($P < 0.05$), the established null hypothesis is rejected and there is associate relationship between Qualification of the respondents and Performance Appraisal factor.

4.3 One way Anova Analysis

Analysis 1: Designation & Peer group relationship

The One way Anova Analysis is done between the independent factor Designation of the respondents and the dependent factor Peer group relationship.

H₀: There is no significant difference existing between Designation of the respondents & Peer group relationship. H₁: There is significant difference existing between Designation of the respondents & Peer group relationship.

Table 4.19: Designation & Peer group relationship

Peer group relationship		Sum of Squares	Df	Mean Square	F	Sig.
Participating in team work	Between Groups	12.468	4	3.117	2.219	0.071
	Within Groups	168.604	120	1.405		
	Total	181.072	124			
Fellow employees are supportive	Between Groups	4.537	4	1.134	.774	0.000
	Within Groups	175.831	120	1.465		
	Total	180.368	124			
Working with full coordination	Between Groups	20.088	4	5.022	3.467	0.010
	Within Groups	173.800	120	1.448		
	Total	193.888	124			
Communicate freely with others	Between Groups	24.095	4	6.024	4.515	0.002
	Within Groups	160.097	120	1.334		
	Total	184.192	124			

Interpretation:

It is obvious from the table, there is significant difference between Designation of the respondents and Peer group relationship with 99% confidence level. This finding indicates that Peer group relationship vary with Designation of the employees with confidence level at 99%.

Analysis 2: Experience & Work Environment

The One way Anova Analysis is done between the independent factor Experience of the respondents and the dependent factor Work Environment.

H0: There is no significant difference existing between Experience of the respondents & Work Environment.

H1: There is significant difference existing between Experience of the respondents & Work Environment.

Table 4.20 Experience & Work Environment

Work Environment		Sum of Squares	Df	Mean Square	F	Sig.
Infrastructure is good	Between Groups	5.263	4	1.316	.754	0.557
	Within Groups	209.489	120	1.746		
	Total	214.752	124			
Company giving good machines	Between Groups	13.445	4	3.361	2.526	0.144
	Within Groups	159.643	120	1.330		
	Total	173.088	124			
Getting adequate safety measures	Between Groups	7.677	4	1.919	1.427	0.229
	Within Groups	161.331	120	1.344		
	Total	169.008	124			

Working hours is satisfied	Between Groups	6.828	4	1.707	1.168	0.328
	Within Groups	175.380	120	1.461		
	Total	182.208	124			

Interpretation:

It is obvious from the table, there is no significant difference between Experience of the respondents & Work Environment factor with 99% confidence level. This finding indicates that employees' perception towards work environment do not vary with Experience of the employees with confidence level at 99%.

4.4 CORRELATION

Correlation analysis deals with the association between two or more variables. It does not tell anything about cause and effect relationship. Correlation is classified in two types as Positive and Negative correlation. Correlation value shall always lie between +1 and -1.

Analysis 1:

H0: There is no correlation between Gender of the respondents and Personal factor.

H1: There is a correlation between Gender of the respondents and Personal factor.

Table 4.21 Correlation between Gender and Personal Factor

Personal Factor		Age is influencing	Company provides good training	Confidence is motivating	Spending more time
gender	Pearson Correlation	0.178	.073	0.192	.050

	Sig. (2tailed)	.047	.416	.032	.580
	N	125	125	125	125

Interpretation:

From the above results, the degrees of freedom values of variables of Personal factor are 0.178, 0.073, 0.192, and 0.050 which signifies that there is a positive correlation between the gender of the respondents and Personal factor.

Analysis 2:

H0: There is no correlation between Locality and Work Environment.

H1: There is a correlation between Locality and Work Environment.

Table 4.22 Correlation between Locality and Work Environment

Work Environment		Infrastructure is good	Company giving good machines	Getting adequate safety measures	Working hours is satisfied
locality	Pearson Correlation	0.257	.007	.021	.002
	Sig. (2tailed)	.004	.943	.812	.983
	N	125	125	125	125

Interpretation:

From the above results, the degrees of freedom values of variables of Work Environment are 0.257, 0.007, 0.021, and 0.002 which signifies that there is a positive correlation between Locality of the respondents and Work Environment factor.

CHAPTER-V FINDINGS AND SUGGESTIONS

5.1 FINDINGS

PERCENTAGE ANALYSIS:

1. It was found that Majority of the respondents are fall under the age category from 2635(34.4%).
2. It was found that Majority of the respondents are male (53.6%).
3. It was found that 43.2% of the respondents have qualification as PG.
4. It was found that 53.6% of the respondents are married.
5. It was found that 40% of the respondents are from semi-urban area.
6. It was found that 33.6% of the respondents are Developer.
7. It was found that 32.8% of the respondents have monthly income as 26000-50000.
8. It was found that 46.4% of the respondents have department as Development.
9. It was found that 31.2% of the respondents have experience as 2-3 years.
10. It was found that Organization factor prevails agreeable at 29.76% with respect to goals motivating, team work encouraging, easy work, engaging in all activities, rules are easy to follow.
11. It was found that Personal factor prevails agreeable at 30.4% with respect to Age, Good training, confidence, spending more time.
12. It was found that Performance appraisal prevails agreeable at 30.24 with respect to good appraisal system, promotions, increasing productivity, development, identifying strengths & weaknesses.
13. It was found that Leadership & Supervision prevails agreeable at 28.64 with respect to Easy communication with manager, treating respectfully, friendly in nature, appreciation from manager and manager is supporting.

14. It was found that Work environment prevails agreeable at 30.4 with respect to good infrastructure, good machines, adequate safety measures, satisfied working hours.
15. It was found that Peer group relationship prevails agreeable at 31 with respect to active participation in team work, supportive employees, and full co-ordination, communicate freely.
16. It was found that Job satisfaction factor prevails strongly agreeable at 29.92 with respect to on time salary, good grievance handling procedures, getting benefits, water & other facilities, secure in employment.

CHI-SQUARE TEST:

1. It was inferred that there is no associate relationship between Age of the respondents and the variables of Organization Factor.
2. It was inferred that there is associate relationship between Qualification of the respondents and Performance Appraisal factor.

ONE WAY ANOVA:

1. It was inferred that there is significant difference between Designation of the respondents and Peer group relationship with 99% confidence level. This finding indicates that Peer group relationship vary with Designation of the employees with confidence level at 99%.
2. It was inferred that there is no significant difference between Experience of the respondents & Work Environment factor with 99% confidence level. This finding indicates that employees' perception towards work environment do not vary with Experience of the employees with confidence level at 99%.

CORRELATION ANALYSIS:

1. It was found that there is a positive correlation between the gender of the respondents and Personal factor.

2. It was found that there is a positive correlation between Locality of the respondents and Work Environment factor.

5.2 SUGGESTIONS

1. Job enrichment helps to motivate employee and reduce turnover to some extent which helps to increase job satisfaction of employee and thereby the employees can increase high morale towards the organization and also organization can increase productivity.
2. Selection of right man for the right job that is employee who respond positively from day one tend to work with same enthusiasm with high level of productivity and satisfaction which will create team morale as well and also the managers should be supported for the employees to increase their willingness.
3. Management should give more training to the employees and arrange some brain storming discussions among the employees to increase their willingness towards their work for the organization, also conduct frequent performance appraisal which is transparent to the employees so that they can know about their level of performance and they can correct their mistakes and working towards the organization.
4. Management should reduce some rules and regulations of the company which are uncomfortable for the employees. Thereby employees can increase the morale and also actively participating in all activities and management should keep some safety precautions in the office environment.
5. Provision of suitable incentives, Sound promotional and transfer policy has a positive impact on increasing morale. So the management should take necessary steps to give incentives, transfers to deserving employees frequently so that the employees can be motivated and they will work for the organization's success.

CONCLUSION:

Employee motivational morale is psychological concept. Morale is an important indicator to know either positive or negative attitude of the employees on various organizational factors such as salary packages, awards and rewards, supervision, working conditions, communication, decision-making, employee trust and innovation and change and host other related factors existing within the internal systems of an organization. This study clearly reveals the factors which are influencing the employee morale and how to increase the high morale among the employees. To conclude employee morale plays very important role in every organization. Good employee morale is the key role for success of the organization.

ANNEXURE-1

References:

- Daeij al hosni& Dr. M. Firdouserahman khan. The Effect Of Security Procedures On Employee Morale, International Journal Of Management, Innovations & Entrepreneurial Research, 2016, 2(2): 24-33.
- Mirza, "Workers participation in decision making," productivity, Vol.XIII, No.4, 2016, p.380.
- Dr.A.Sabarirajan, A Study On Employee Morale And Job Satisfaction Among The Employees Of Spinning Mills At Dindigul District, Shanlax International Journal of Management, Volume 4 Issue 2 October 2016 ISSN: 2321 – 4643
- Mrs. N. Uma Devi¹ and Dr. C. Vijayakumar A Study on Impact of Morale on Organisational Commitment,Through Structural Equation Modelling (SEM)Annual Research Journal of SCMS, Pune Vol. 4, March 2016
- Ashraf Tag-Eldeen& Mona Barakat, Hesham Dar. 2017. Investigating the impact of workplace bullying on employees' morale, Performance and

Turnover Intentions in five-star egyptian hotel operations, Tourism and Travelling, 1: 4-13.

- JianguanglungDangmei and AmarendraSingh, How Aesthetic Leadership Style Might Relate to Employee Morale at Workplace? An Analytical Study, 2017
- Osama samihshaban, ziad al-zubi, nafezali, atallaAlqotaish. 2017. The Effect of Low Morale and Motivation on Employees' Productivity& Competitiveness in Jordanian Industrial Companies, International Business Research, 10(7): 1-7.
- Hillary (2018), Employee morale in service sector: Hospital,
- Kandavel and Dr. D Sakthivel, Influence of Training on Employee Morale, International Journal of Management Studies, Vol.–V, Issue –3(9), July 2018 [133]
- M.Kanimozhi and A.Vinothkumar(2018) Effectiveness of employee morale and its impact on employee relation in manufacturing industry, Journal of Emerging Technologies and Innovative Research (JETIR), November 2018, Volume 5, Issue 11
- S. Sangeetha and Dr.G. Sundharavadivel(2018) A Study On Employee Morale With Reference To Tidc Private Limited International Journal of Research in Social Sciences Vol. 8 Issue 7, July 2018
- Mr. SubhashKodiyil Raman And Mrs. NithyaSambamoorthy (2018) A Study On Employee Morale And Its Influence On Employee Performance With Special Reference To Education
- Industry In Oman Zenith International Journal of Multidisciplinary Research Vol.8 (7), JULY (2018)
- P. Suganya Devi and A.G. Ravi(2018) A Study on Employee Morale with Special Reference to Butterfly Gandhimathi appliance Pvt Ltd, International Journal of Pure and Applied Mathematics Volume 119 No. 12 2018

BOOKS:

1. Kothari C.R., Research Methodology, New Delhi; New Age International Publication, second edition, 2004. P 104-108
2. Aswathapa K., Human Resource Management, Tata Mc Graw Hill Publication Company Ltd, Third edition, 1999, P 231-234

Questionnaire

1. Age of the respondent

- a) 20-25 b) 26-30 c) 31-35 d) 36-40 e) above 40

2. Gender: Male /Female

3. Qualification

- a) UG b) PG c) Professional d) Diploma e) Others

4. Marital Status

- a) Married b) Bachelor c) Spinster d) Widowed e) Divorced

5. Locality

- a) Rural b) Urban c) Semi-urban

6. Designation

- a) Developer b) Tester c) Trainer d) Trainee e) Others

7. Monthly Income

- a) Less than 25000 b) 26000-30000 c) 31000-40000 d) 41000-50000
e) above 50000

8. Department

- a) Development b) Accounts c) Testing d) HR e) Others

9. Experience

- a) 0-1 yr b) 1-2 yrs c) 3-4 yrs d) 4-6 yrs e) above 6 yrs

10. How is workplace stress affecting your life outside of work?

- a) Not at all b) Slightly c) Moderately d) Very much e) Extremely

11. Are you satisfied with your job?

a) Highly Satisfied b) Satisfied c) Moderate d) Dissatisfied e) Highly Dissatisfied

12. What keeps you motivated at work?

a) Manager b) Feeling valued c) Encouragement d) Flexibility e) Co-workers

13. Do you feel that your performance is important for the organization's success?

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly Disagree

State your level of agreeableness towards the following factors

1- Strongly Agree 2- Agree 3- Neutral 4- Disagree 5- Strongly Disagree

S.No	Factors	1	2	3	4	5
	Organization					
13	Individual goal motivate me to work well					
14	Team work encourage me to participate in all works					
15	Organization is giving work which can be easily done by me					
16	I am engaging in all activities of the organization					
17	Company rules are easy to follow for me					
	Personal Factors					
18	My age influence me to work for the organization					
19	Company provides good training					
20	My confidence motivate me to complete the work					
21	I am spending more time in the office					
	Performance Appraisal					
23	Company is having good appraisal system					

24	Company gives promotions based on performance					
25	Feedback based on the appraisal increase productivity					
26	Appraisal helps to increase the personal & professional development					
27	Appraisal is used to identify strengths & weaknesses					
	Leadership& supervision					
28	I can easily communicate with my manager					
29	Supervisors treating me respectfully					
30	Supervisors are friendly in nature					
31	Supervisors are appreciating me for my good work					
32	My manager support me in my professional development					
	Work Environment					
33	Company's infrastructure is good for doing work					
34	Company is giving good machines and are easy to operate					
35	Company is providing adequate safety measures					
36	Working hours of the company is satisfied for me					
	Peer group Relationship					
37	I am participating actively in the team work					
38	My fellow employees are more supportive					
39	I am working with full coordination in the team					

40	I communicate freely with other Employees					
	Job Satisfaction					
41	Company is giving salary on time without any delay					
42	Company is having good grievance handling procedures					
43	I get all benefits like ESI, PF					
44	I get good water & other facilities					
45	I feel secure in my employment					

46. Give your suggestion to increase the motivational tools on employee morale

ANNEXURE II – RESEARCH ARTICLE

**A STUDY ON IMPACT OF
MOTIVATION ON EMPLOYEES AT
SHIASH INFO SOLUTIONS PRIVATE
LIMITED**

MANOJ.G.R , P.G scholar, MBA department, Sathyabama University

DR. M. LAVANYA, Associate professor, MBA department, Sathyabama University

ABSTRACT

The term "employee" refers to the attitude, satisfaction, and overall outlook of individuals during their association with an organization or business. Employee morale, on the other hand, encompasses the overall outlook, attitude, satisfaction, and confidence that employees experience at work. Positive employee morale exists when employees have a favourable perception of their work environment and believe that their most important career and vocational needs can be met. The importance of employee morale cannot be overstated as it plays a significant role in creating a positive working environment for everyone in the organization. Poor morale or a culture of suffering can negatively impact an organization's productivity and increase employee attrition rates. Employee satisfaction with their work environment is a critical factor for many businesses because of its direct influence on productivity.

INTRODUCTION

Employee is vital to organization culture- a positive collective attitude will create a positive working environment for everyone. If your organization has a poor morale or a culture of suffering then there is a possibility that in your organization employees have a low or negative morale that can adversely affect the productivity of the organization. It can most certainly lead to greater employee attrition, just to begin with. Employee is how satisfied employees feel about their work environment. Employee is important for many businesses due to its direct effect on productivity. Employees with higher morale exhibit higher productivity while employees with lower morale show lower productivity. Employee is defined as the attitude, satisfaction and overall outlook of employees during their association with an organization or a business. Employee morale describes the overall outlook, attitude, satisfaction, and confidence that employees feel at work. When employees are positive about their work environment and believe that they can meet their most important career and vocational needs, employee morale is positive or high.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the factors influencing motivational tools on employees' morale with special reference to SIS Pvt Ltd

SECONDARY OBJECTIVES

- To study the factors influencing the morale of the employees in the firm.
- To identify the level of satisfaction of employees towards the organization.
- To know and understand about the employee's lack of motivation.
- To suggest measures to increase the morale of employees in SIS Pvt Ltd.

NEED FOR STUDY

- Employee satisfaction: When employees feel motivated, they are more likely to enjoy their work and be satisfied with their job.
- Improved retention: Motivated employees are less likely to leave the organization, leading to improved employee retention.
- Higher profits: A motivated workforce results in increased efficiency and improved performance, which can lead to higher profits.
- Increased productivity: Motivated employees tend to work harder and produce better results, which in turn leads to increased productivity.
- Better customer satisfaction: When employees are motivated, they are more likely to provide excellent customer service, leading to better customer satisfaction.

SCOPE OF THE STUDY

- Overview of current employee motivation levels in the organization and identifying areas for improvement.
- Examination of the various motivational strategies and techniques used by the organization and their effectiveness.
- Analysis of the relationship between employee motivation and job satisfaction, performance, and turnover.
- Evaluation of the impact of a motivated workforce on customer satisfaction and overall organizational performance.
- Development of recommendations for improving employee motivation in the organization based on the study findings.

REVIEW OF LITERATURE

Hillary (2018) had published an article on “**Employee morale in service sector: Hospital**”. In his research simply says that the hospital is the place of many of the employees will come and go , their servicing staffs if having high morale with their work the service will also be good when the morale gets low the employees of the organization also treats the employees that way.

Mirza (2016) had published an article on “**Workers participation in decision making,” productivity**”. It has shown that morale is influenced when the participation of workers in various work and decision-making process increases. Such participation decreases their work apathy, industrial tension and conflict. It indirectly helps in boosting their morale.

Kanimozhi and Vinothkumar (2018) had published an article on “**Effectiveness of employee morale and its impact on employee relation in manufacturing industry**”. Objective of this study is to study Effectiveness of employee morale and its impact on employee relation in manufacturing industry. It is concluded that majority of the employees were satisfied about the facilities given by the industry and Result shows that there is the significant link between training, employees work performance, employee morale.

Subhash Kodiyil Raman and Nithya Sambamoorthy (2018) conducted the research on “**A Study On Employee Morale And Its Influence On Employee Performance With Special Reference To Education Industry In Oman**”. Objective of this study is to study the employee morale and its influence on employee performance at SHCT. The Study shows that employee’s morale and its influence on employee’s performance at Shinas College of Technology is a positive relationship.

RESEARCH METHODOLOGY

Research Design: The research design was based on descriptive study.

Sampling Design: This is a Simple random sampling method.

Data Collection:

Primary Data: It is collected by Questionnaire and Personal Interview.

Secondary Data: It is collected from journals, organization records, Organization website.

Structure of Questionnaire: Multiple choice questions and Likert Scale question.

Sample size: Sample size of 125 employees working in IT industry.

Period of study: The period of study is carried out from January 2023 to March 2023.

Analytical Tools: In this study Percentage Analysis, Chi-Square Analysis, Correlation, is used as analytical tools for analysis.

DATA ANALYSIS

PERCENTAGE ANALYSIS:

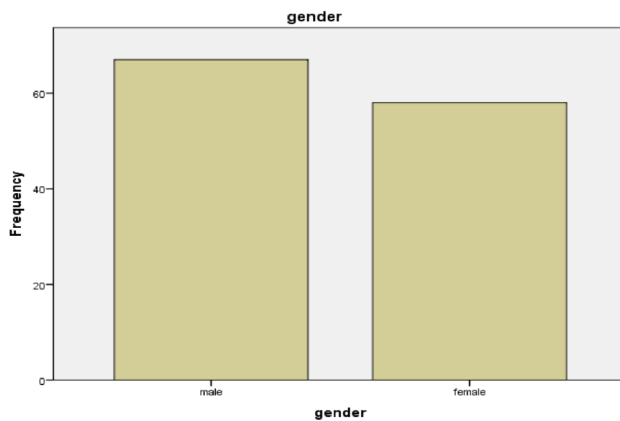
Gender of the Respondents:

The following table shows the gender of the respondents and their frequencies in percentage.

Table: Gender

Gender	Frequency	Percent
Male	67	53.6
Female	58	46.4
Total	125	100.0

Chart: Gender



Interpretation:

From the above table, it could be inferred that Majority of the respondents are male (53.6%) and 46.4% of the respondents are fall under the category of female.

CHI-SQUARE ANALYSIS

The chi-square analysis is done between the independent factor Age of the respondent and the dependent factor Organization Factor.

H0: There is no relationship existing between Age of the respondent & Organization Factor.

H1: There is a relationship existing between Age of the respondent & Organization Factor.

	Organization Factor	Value	df	P Value	Inference
Pearson ChiSquare	Individual goal motivating	35.230 ^a	16	0.304	Significance 0.05 level
	Team work encouraging	30.430 ^a	16	0.116	Significance 0.05 level
	Organization is giving easy work	25.853 ^a	16	0.546	Significance 0.05 level
	Engaging in all activities	34.208 ^a	16	0.205	Significance 0.05 level
	Rules are easy to follow	40.493 ^a	16	0.701	Significance 0.05 level

Interpretation:

The results of the table indicates that, the probability values of all variables of Organization Factor are greater than 0.05($P > 0.05$), the established null hypothesis is accepted and there is no associate relationship between Age of the respondents and the variables of Organization Factor.

CORRELATION

H0: There is no correlation between Gender of the respondents and Personal factor.

H1: There is a correlation between Gender of the respondents and Personal factor.

Correlation between Gender and Personal Factor

Personal Factor		Age is influencing	Company provides good training	Confidence is motivating	Spending more time
gender	Pearson Correlation	0.178	.073	0.192	.050
	Sig. (2tailed)	.047	.416	.032	.580
	N	125	125	125	125

Interpretation:

From the above results, the degrees of freedom values of variables of Personal factor are 0.178, 0.073, 0.192, and 0.050 which signifies that there is a positive correlation between the gender of the respondents and Personal factor.

SUGGESTIONS

- Job enrichment helps to motivate employee and reduce turnover to some extent which helps to increase job satisfaction of employee and thereby the employees can increase high morale towards the organization and also organization can increase productivity.
- Selection of right man for the right job that is employee who respond positively from day one tend to work with same enthusiasm with high level of productivity and satisfaction which will create team morale as well and also the managers should be supported for the employees to increase their willingness.
- Management should give more training to the employees and arrange some brain storming discussions among the employees to increase their willingness towards their work for the organization, also conduct frequent performance appraisal which is transparent to the employees so that they can know about their level of performance and they can correct their mistakes and working towards the organization.
- Management should reduce some rules and regulations of the company which are uncomfortable for the employees. Thereby employees can increase the morale and also actively participating in all activities and management should keep some safety precautions in the office environment.

CONCLUSION

Employee motivational morale is psychological concept. Morale is an important indicator to know either positive or negative attitude of the employees on various organizational factors such as salary packages, awards and rewards, supervision, working conditions, communication, decision-making, employee trust and innovation and change and host other related factors existing within the internal systems of an organization. This study clearly reveals the factors which are influencing the employee morale and how to increase the high morale among the employees. To conclude employee morale plays very important role in every organization. Good employee morale is the key role for success of the organization.

REFERENCE

S. Sangeetha and Dr.G.Sundhara vadivel(2018) A Study On Employee Morale With Reference To Tidc Private Limited International Journal of Research in Social Sciences Vol. 8 Issue 7, July 2018

Mr. Subhash Kodyil Raman And Mrs. Nithya Sambamoorthy (2018) A Study On Employee Morale And Its Influence On Employee Performance With Special Reference To Education

Industry In Oman Zenith International Journal of Multidisciplinary Research Vol.8 (7), JULY (2018)

P. Suganya Devi and A.G. Ravi(2018) A Study on Employee Morale with Special Reference to Butterfly Gandhimathi appliance Pvt Ltd, International Journal of Pure and Applied Mathematics Volume 119 No. 12 2018