

A STUDY ON EMPLOYEE MORALE WITH SPECIAL REFERENCE TO JOY TECHNOLOGIES

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

Vijaya anandhan R.K

(40410196)



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600119

APRIL 2022



SATHYABAMA

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Chennai – 600119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Vijaya anandhan R.K(40410196)** who has done the Project work entitled as “**A study on employee morale with special reference to JOY Technologies**” under my supervision from December 2021 to February 2022.

Dr M. SUDHA PAULIN MBA PhD.,

INTERNAL GUIDE

EXTERNAL GUIDE

Dr . BHUVANESWARI G.

Dean – School of Business Administration

Submitted for Viva voce Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I **Vijaya anandhan R.K (40410196)** here by declare that the Project Report entitled as **“A study on employee morale with special reference to joy Technologies”** done by me under the guidance of **Dr.M SUDHA PAULIN MBA.** Assistant Professor, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

NAME

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. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration 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 SUDHA PAULIN MBA PhD., Assistant Professor of the Department, School of Management** 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.

Vijaya anandhan R.K

Project Letter



TO WHOM IT MAY BE CONCERN

We certify that Mr. Vijaya anandhan has successfully completed our Human resource internship program from 28th Dec 2021 to 02nd Mar 2022.

During this time, Mr. Vijay performed tasks around human resources including but not limited to recruitment, report generation and other HR related activities.

Mr. Vijay displayed professional traits during his internship period and managed to complete all assigned tasks as requested. He was hardworking, dedicated and committed.

We wish him all the best for his future endeavors.

A handwritten signature in blue ink, appearing to read 'A. Samuel'.

Authorized Signatory
Samuel Darwin
Chief Executive Officer

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Chapter -1

Introduction

Objectives

Need for the study

Scope of the study

Limitations

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. An employee that is satisfied and motivated at workplace usually tend to have a higher morale than their counterparts. Employee engagement and employee satisfaction play an important role for employees to be happy in their workplace.

On the contrary, employees who are not happy in their workplace, who constantly complain and crib about the various attributes in an organization, like employee policies, workplace culture, facilities at work etc. tend to have a low employee morale. This is quite evident in their behaviour. Employee morale is a complex concept because it involves a lot of factors that affect their morale.

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.

1. Stay connected with your employees: A feedback is an effective mechanism to stay in touch with your employees. Deploy an employee engagement survey at timely intervals to get first-hand feedback about how engaged or motivated are your employees. The responses to the survey will help you determine their attitude and in turn their morale.

2. Your managers must be coaches: Over the last decade or so, the definition of a manager has slightly shifted from being a taskmaster to a coach. Your managers

should be like coaches. They should be able to help employees learn and grow within the organization. A good manager or a supervisor will not only motivate an employee to perform better but also help them resolve problems and related issues.

3. A good workplace culture: Like you cannot simply induce employee engagement, you cannot expect that a negative work culture will help induce a high morale. A good work culture will help employees settle in faster especially the new employees. New employees are most susceptible to workplace gossips. One negative word can make them doubt their decision to be in the organization thus affecting your employee Net Promoter Score.

Employee morale is a complex phenomenon and depends on various factors. Here is the different criterion that affects employee morale:

1. Organization Itself: While it may sound surprising, but the organization itself is one of the biggest and most important factors that affect employee morale. An organization influences an employee's attitude towards his/her work. The reputation of an organization can certainly build up for better or worse, their attitude towards it.

2. Type of work: The nature of work an employee is performing at his/her workplace also is greatly responsible to determine the morale. If the employee is expected to perform the same task day in and out, there is going to be boredom associated with it sooner or later. It can make situations worse for an employee. Unorganized organization structure also affects employees, if the employee feels that he/she is just a cog machine in a factory line, instead of a real person, this too may adversely affect their morale.

3. Personal attributes: Mental and physical health play an important role in determining employee morale. If the employee is not physically or mentally fit, this can be a potential obstacle in their progress and learning at their workplace. There are also other important factors that concern their progress and in turn their morale: age, education qualification, years of experience, occupational levels, reward perception, and similar factors.

4. Supervision and feedback: The level of supervision received by an employee is a tremendous factor that affects the morale. If the employees feel they have no direction or don't understand the organizational goals and commitments, then it the job of the superiors and the leadership in the organization to get them on the same page. But there should not be too much interference too if the employees are given the freedom to work their morale will be high.

5. Work-Life balance: Most organization fail to recognize the importance of a healthy work-life balance. It is important that the employees have some activities to relax while they are at work. It's not just about the foosball culture or an inventory stuffed with food. It is important that proper guidance and counselling is given to the employees whenever needed

1.2 Objectives

- 1.** To know the level of Morale of the employees in the firm
- 2.** To analyze the various factors leading to employee morale in the firm.
- 3.** To suggest effective measures to increase morale of the employees of Joy Technologies

1.3 Need for the study

This topic of study will support the organization to know the strength and opportunity to develop the employee's morale and to know the happy employees and their productive work. High morale will bring motivation in a teamwork and employees' high degree of employee's interest in their job and organization. Morale will motivate among the employees for better performance and job satisfaction. By doing this study we come to know the employee's performance and motivation in the organization. Employee's relationship & strength will be found through morale. Morale will pull together to achieve group goal.

1.4 Scope of the study

1. The study restricted to the Employees of Joy Technologies
2. This study doesn't focus across the nation
3. The study measures data only through questionnaire
4. This study was started on 28th December 2021.

1.4 Limitations

Most of the employees were busy with their tight work and they don't want to be disturbed. The study was on 66 selected employees, so their need not be the universal opinion & employees not able to provide exact information because some of the employees are reluctant to share the information.

Chapter-2

Industrial profile Company profile

Research methodology

2.1 Industrial profile

HR Industry (Human resource) industry in India has become a common need for almost every business that is looking forward for a good growth at the same time improved organization managements. Right from hiring the right candidate for the company till providing the best of the curriculum activates for the employees to grow, there are so many things that an HR actually does.

As per the research conducted, according to social, economic and cultural landscape, it is in unprecedented change due to which the need for a right solution that can lead to growth and professionalization has become quite common. This is the reason why HR industry in India has gained lot of scope.

It is considered as one of the most precious resource for any organization. Right from recruiting the right person on the board of a company till ensuring that the management works in an organized manner to achieve success of the organization, HR looks into every concern related to the company.

The solution that is offered by the team of HR is worth to take and certainly leads to the growth. There is a dedicated team of experts in HR who are engaged to offer the clients with workforce solutions and thus also acts as a middleman between the client and the employee.

To staff the industry in a proper way has become a necessary for the dynamic business environment. The HR industry thus, ensure that entire gamut of employment solutions are given to the client to satisfy him in all the best possible ways.

2.2 Company profile

Joy Technologies operates at the intersection of technology, marketing, and innovation. We build products and apply innovation in services to solve business problems at scale that create a long-lasting impact. We believe that innovation holds the path to a brighter future. Humans have always been compelled by ideas and our ability to bring them to life. The more great ideas reach the mainstream, the better off our world will be in the long run. We're committed to solving the problems that plague our society by bringing ambitious visions to life.



2.3 Research methodology

The present study has been collected from both primary and secondary data. The primary data was collected on the basis of issue of questionnaire. The secondary data is collected from review of literature.

AREA OF STUDY

The study area has been identified at JOY Technologies, Perungudi , Chennai

The questionnaire was designed and contained several questions for collection of data from the employees of JOY Technologies.

SAMPLE SIZE

The overall sample size for study was only 66 respondents form JOY Technologies

SAMPLING METHOD

The method of sampling used is simple random sampling.

CHAPTER 3
REVIEW OF LITERATURE
HYPHOTHESIS

3.1 Review of Literature

1. Zial (2011) concluded is that teambuilding has long term positive relationship between employee morale and employee retention. Team performance, individual contribution, team evaluation and coordination have long term positive relationship between employee morale and employee retention. Team unity has no significant effect on employee morale and employee retention.
2. According to the individual's psychology, there is an inherent set of needs through which an individual can be satisfied through rewards for his work performance (Ozturk, 2012). The other element concerning this study is productivity. Productivity is defined as the effective and efficient utilization of all resources, material, labour, capital, information and time
3. (Chungsup & et al., 2012). Low morale also causes employees to lose interest, especially when managers don't appreciate their efforts and the tasks performed
4. (Abbot, 2013).Management should work on controlling the effects of low morale through the understanding of their employees' potentials and their core work processes, understanding their abilities, enriching employees' job and recognizing their achievements
5. Ngamb(2013) 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.
6. Dr.Ushatiwari.(2014) "A STUDY ON EMPLOYEE MORALE AND ITS IMPACT ON EMPLOYEE EFFICIENCY AT JAYPEE CEMENT PLANT REWA (M.P.)".Study shows the employees morale and its impact on employees' efficiency at. Jaypee Cement Plant Rewa, appears Good. The average mean score and percentage score has been computed at 3.60(65%). The most important factor contributing employee's morale are relationship with the fellow workers ,team spirit in direct work

environment ,working condition of workplace ,leaves and holidays provided, management and employees are allowed to talk freely.

7. (Stephen, 2014). Also, researches indicate that a person who is motivated works hard, sustains a pace of hard work, and has self-directed behaviour to achieve the desired goals. On the other hand, low motivation with low productivity is often considered a problem. To fully understand motivation, studies state that, there are two types of motivation: extrinsic and intrinsic. Extrinsic motivation concerns tangible, real rewards that are received by the employees, while intrinsic motivation is built inside the person and is natural to him
8. Tepillahvasantham(2014) “EMPLOYEE MORALE AND EMPLOYEE RETENTION”, High morale leads to success and low morale brings to defeat. In an organization if the employees possess high morale, then their attitude to stay in the organization will increase otherwise the vice versa. The play of morale is not less important for an Industrial undertaking (helps to finding out the relationship b/w employee morale and employee retention)
9. Surya Rashmit Rawat (2015) revealed that there is an 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
10. Daeij Al Hosni (2016) analyzed 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.

11. Ashraf Tag-Eldeen (2017) has investigated that workplace bullying has an impact on employee morale, performance and turnover intentions. 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.
12. Shamih (2017) "THE EFFECT OF LOW MORALE AND MOTIVATION ON EMPLOYEES' PRODUCTIVITY & COMPETITIVENESS IN JORDANIAN INDUSTRIAL COMPANIES". His study aims to examine the effect of low morale and motivation on employees' productivity and competitiveness. Low productivity and loss of competitiveness are outcomes of low morale and low motivation and may sometimes lead to further undesired symptoms such as absenteeism and sabotage.
13. N.Hillary(2017) "THE EFFECT OF EMPLOYEE RELATION ON EMPLOYEE MORALE AT ST. JOHN'S MEDICAL HOSPITAL, BENGALURU". This paper studies how employee relations as an impact on the morale of employees and what are the factors that enable the employees to develop trust and faith on the organization and its employers in the organization
14. Osama Samih Shaban (2017) 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. And he recommended the management to work on increasing the productivity by increasing employee satisfaction through re-engineering systems and processes and providing incentives, education and training.
15. SUGANYA DEVI.P(2018) "A STUDY ON EMPLOYEE MORALE WITH SPECIAL REFERENCE TO BUTTERFLY GANDHIMATHI APPLIANCE PVT LTD".IN her research she finds the management should treated all equally ,and should maintain the goals and responsibilities to all ,management should appreciate the extra talents

3.2 Hypothesis

H0: There is no significant difference between the level of morale of employees in the firm

H1: There is a significant difference between the level of morale of employees in the firm

H0: There is no significant difference between the various factors leading to employee morale in the firm.

H1: there is a significant difference between various factors leading to employee morale of the firm

CHAPTER-4
DATA
ANALYSIS&INTERPRETATION

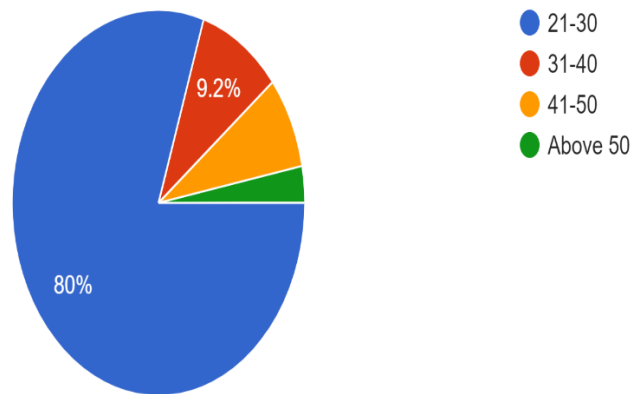
4.1 DATA INTERPRETATION

1. AGE

Sl.no	age	No. of respondents	percentage
1	21-30	52	80%
2	31-40	6	9.2%
3	41-50	5	7.7%
4	Above 50	2	3.1%

1.Age

65 responses



INTERPRETATION

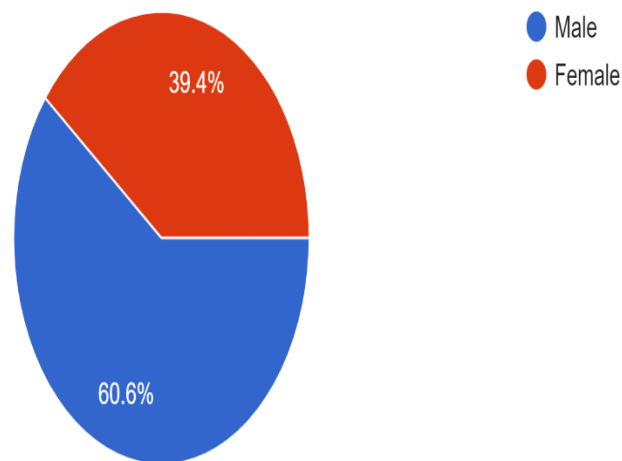
From the above pie chart, we came to know that 80% of the employees of Joy Technologies belong to the age group of 21 to 30.

2. GENDER

Sl.no	Gender	No. of respondents	Percentage
1	Male	40	60.6%
2	Female	26	39.4%

2.Gender

66 responses



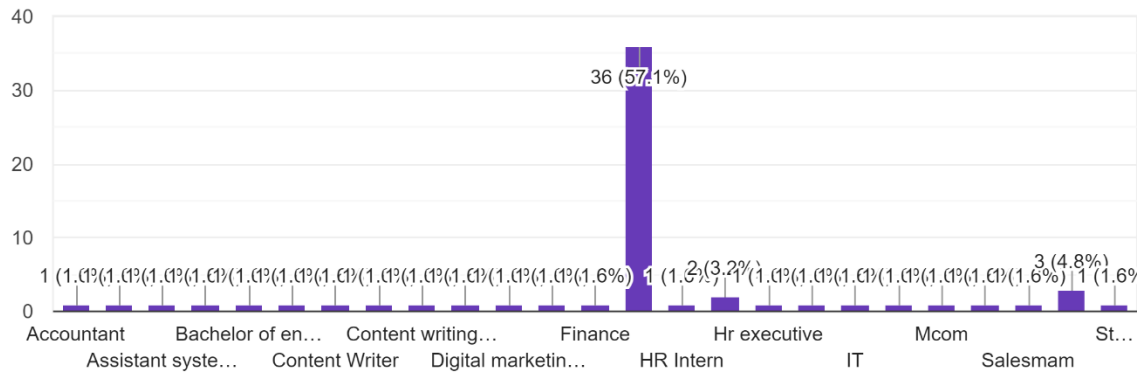
INTERPRETATION

From the above pie-chart we come to know that there are more male employees compared with female employees.

3. DESIGNATION

3.Designation

63 responses



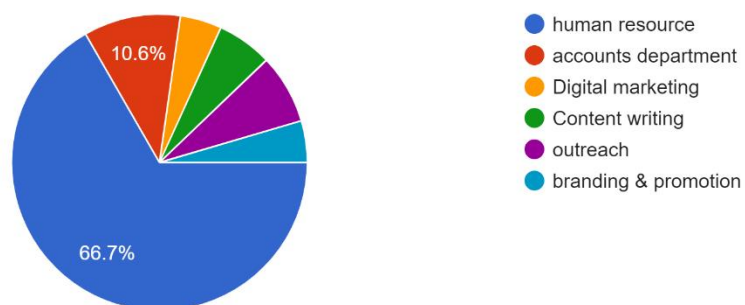
INTERPRETATION

From the above bar chart, we come to know that employees are diversified into different designations.

4. DEPARTMENT

Sl.no	Department	No.of respondents	Percentage
1	Human resource	44	66.7%
2	Accounts Department	7	10.6%
3	Digital Marketing	3	4.5%
4	Content writing	4	6.1%
5	Outreach	5	7.6%
6	Branding & Promotion	3	4.5%

4.Department
66 responses



INTERPRETATION

From the above pie chart, we come to know that hr department is highest in the company as it is a startup.

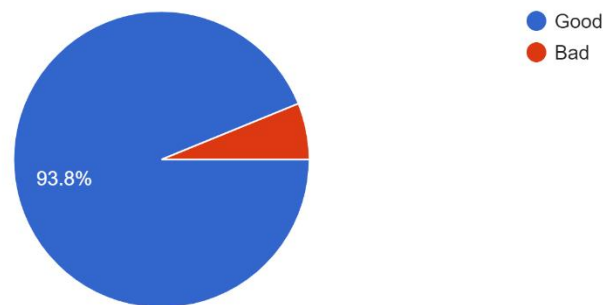
5.

TABLE 4.5: PERCEIVE MORALE IN COMPANY

S.NO	Perceive morale	No.of respondents	percentage
1	Good	62	93.8%
2	Bad	4	6.2%
Total		66	100%

5.How do you perceive Morale in the company ?

65 responses



INTERPRETATION

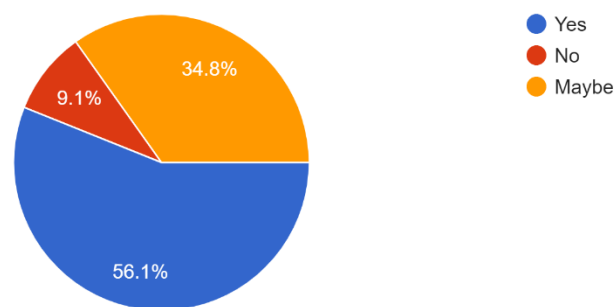
From the above pie chart, we come to know that the morale in company is good.

6.

S.no	Recognition	No.of respondents	percentage
1	Yes	37	56.1 %
2	May Be	23	34.8 %
3	No	6	9.1 %
Total		66	100%

6.Do you feel that you get recognition for your work?

66 responses



INTERPRETATION

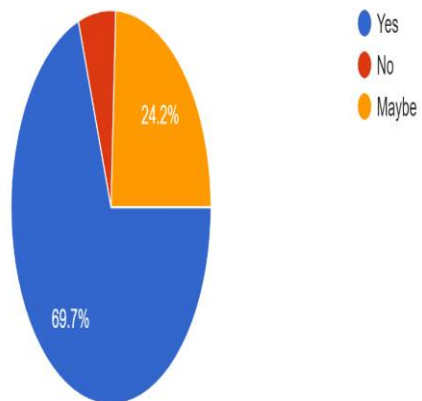
From the above pie chart, we come to know that more than half of the total no of employees that is 56.1 % get recognition for their work and 34.8 % of employees feel that may get recognition for their work.

7.

S.no	Accomplishment	No.of respondents	Percentage
1	Yes	46	69.7
2	Maybe	16	24.2
3	No	4	6.1
Total		66	100%

7. Does your work give you a sense of accomplishment?

66 responses



INTERPRETATION

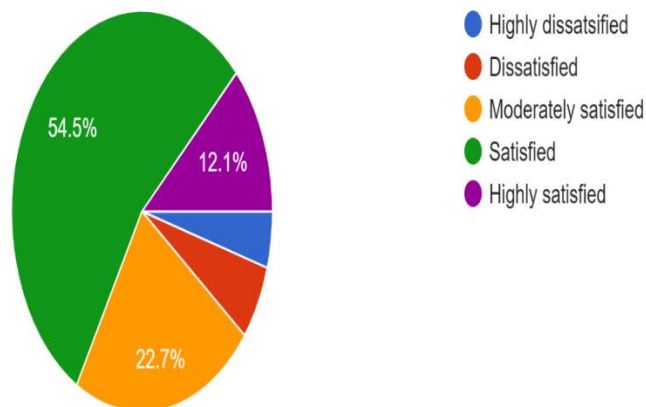
From the above pie-chart we come to know that 69.7% of the employees have a sense of accomplishment in their work.

8.

Sl.no	Satisfaction	No.of respondents	Percentage
1	Highly dissatisfied	3	4.5%
2	Dissatisfied	4	6.1%
3	Moderately Dissatisfied	15	22.7%
4	Satisfied	35	54.5%
5	Highly Satisfied	8	12.1%

8. How satisfied are you with the management of the firm ?

66 responses



INTERPRETATION

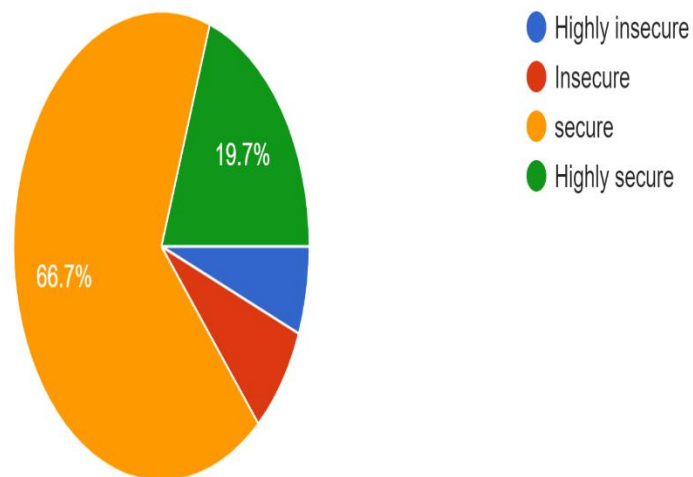
From the above pie chart, we come to know that 54.5% of the employees are satisfied with the management of the firm and 22.7% of the employees are moderately satisfied with the management of the firm.

9.

Sl.no	Secure	No.of respondents	Percentage
1	Highly insecure	4	6.1%
2	Insecure	5	7.5%
3	secure	44	66.7%
4	Highly secure	13	19.7%

9. How secure do you feel in your current job?

66 responses



INTERPRETATION

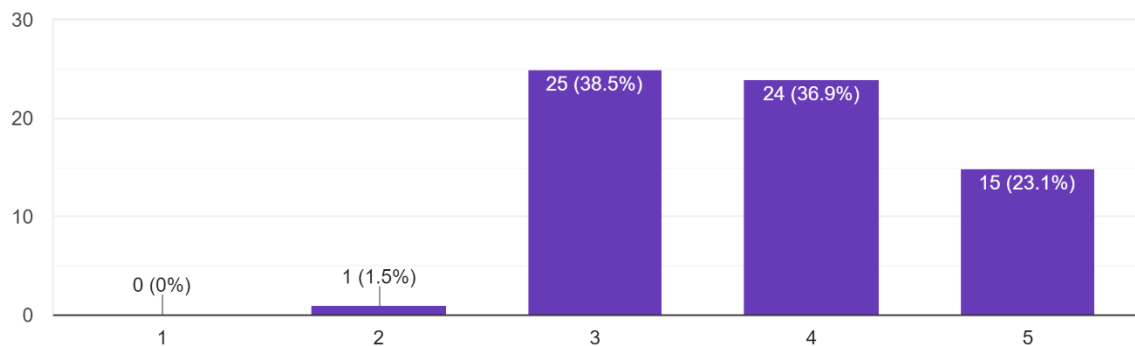
From the above pie chart, we come to know that 66.7% of the employees feel secure in their job and 19.7% feel their job is highly secured.

10.

Sl.no	Satisfaction Range	No.of respondents	Percentage
1	1	0	0%
2	2	1	1.5%
3	3	25	38.5%
4	4	24	36.9%
5	5	15	23.1%

10. Rate how satisfied you are with your current salary?

65 responses

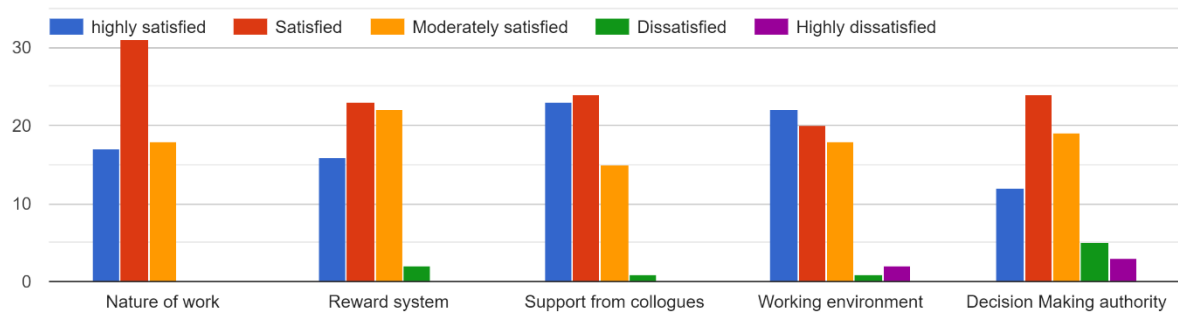


INTERPRETATION

From the above bar chart, we come to know that 23.1% of the employees have rated 5 out of 5 for satisfaction of their salary and 36.9% have rated 4 out of 5 and 38.5% have rated 3 out of 5.

11.

11. What are your opinions about the following ?(Just tick (✓) in the box):



INTERPRETATION

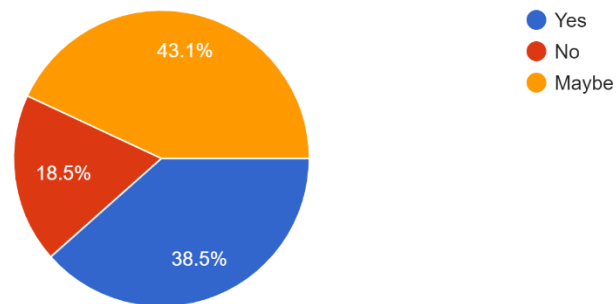
From the above bar diagram, we come to know that employees are mostly highly satisfied in all aspects .

12.

Sl.no	Stress in workplace	No.of respondents	Percentage
1	Yes	25	38.5%
2	No	12	18.5%
3	Maybe	28	43.1%

12. Is stress in your workplace affecting your life outside the organization?

65 responses



INTERPRETATION

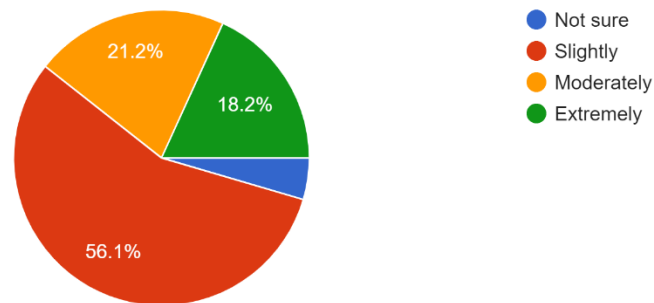
From the above pie chart we come to know that 38.5 % of the employees feel stressed outside because of their work.

13.

Sl.no	Organization cares for you	No.of respondents	Percentage
1	Not Sure	3	4.5%
2	Slightly	37	56.1%
3	Moderately	14	21.2%
4	Extremely	12	18.2%

13. Do you feel that your organization cares about you?

66 responses



INTERPRETATION

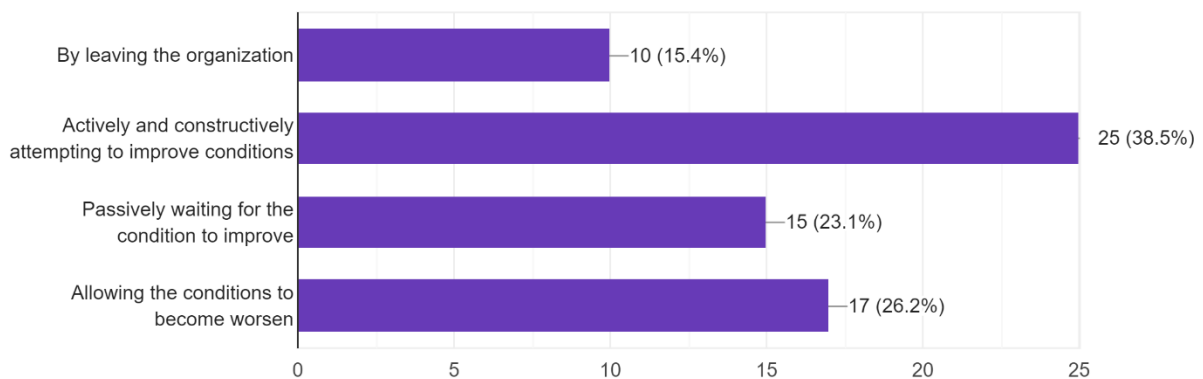
From the above pie chart, we come to know that more than half of the employees that is 56.1% feel that that their organization cares them slightly.

14.

Sl.no	Low morale	NO. of respondents	Percentage
1	Option A	10	15.4%
2	Option B	25	38.5%
3	Option C	15	23.1%
4	Option D	17	26.2%

14. According to you what should be the way to express low morale?

65 responses



INTERPRETATION

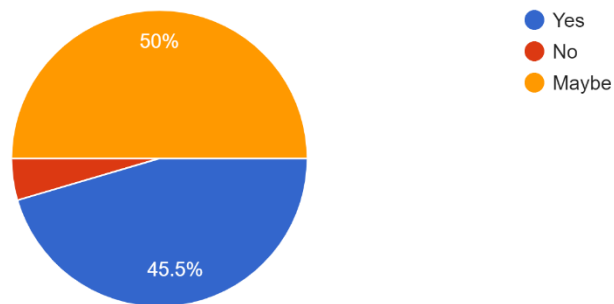
From the above bar diagram we come to know that 38.5% of the employees want to actively and constructively attempt to improve conditions when there is low morale.

15.

Sl.no	Opinion	No.of respondents	Percentage
1	Yes	3	4.5%
2	No	30	45.5%
3	May be	33	50%

15.Do you think your opinion matters to your team?

66 responses



INTERPRETATION

From the above pie chart, we come to know that 50% of the employees feel their opinion may matter to their team and 45.6% of the employees feel their opinion matters to their team.

ANALYSIS USING CORRELATION COEFFICIENT

Correlations				
		salary	recognition	accomplishment
salary	Pearson Correlation	1	.793**	.749**
	Sig. (2-tailed)		.000	.000
	N	66	66	66
recognition	Pearson Correlation	.793**	1	.827**
	Sig. (2-tailed)	.000		.000
	N	66	66	66
accomplishment	Pearson Correlation	.749**	.827**	1
	Sig. (2-tailed)	.000	.000	
	N	66	66	66
**. Correlation is significant at the 0.01 level (2-tailed).				

Here correlation (r) having a positive value (0.793, 0.749, 0.827)) hence there is a positive correlation between salary, recognition and accomplishment.

ANALYSIS USING CHI-SQUARE

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MORALE * GENDER	66	100.0%	0	0.0%	66	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.323 ^a	1	.004		
Continuity Correction ^b	5.803	1	.016		
Likelihood Ratio	9.957	1	.002		
Fisher's Exact Test				.007	.007
Linear-by-Linear Association	8.197	1	.004		
N of Valid Cases	66				
a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.97.					
b. Computed only for a 2x2 table					

Here p value is 0.007 which is lesser than 0.05, so rejecting Null Hypothesis. Hence there is a significance difference between gender and morale.

CHAPTER-5
FINDINGS
CONCLUSION
QUESTIONNAIRE

5.1 FINDINGS

1. 93.8 % of the employees find morale in the company is good
2. 56.1 % of the employees get recognition for their work
3. 69.7% of the employees get a sense of accomplishment in their work.
4. 54.5% of the employees are satisfied with the management of the firm
5. 66.7% of the employees feel secure in their current job.
6. 64 employees out of 66 are satisfied with their current salary.
7. 38.5% of the employees feel stress in their workplace which affects their life outside
8. 56.1 % of the employees feel their company slightly cares for them
9. 38.5 % of the employees want to attempt actively and constructively to improve conditions when the morale is low.
10. 45.5% of the employees feel their opinion matters to their team members.

5.2 SUGGESTIONS

1. By mentoring Freshers in their initial stage we can increase productivity .It will help the employee from making errors in their work.
2. By providing flexible working hours the employees can work at their peak.
3. by providing 3 days work from office and 2 days work from home will create a good work life balance .
4. Conducting team building activities will create good bond between employees.
5. As Stress caused by work is the major concern for the employees, A Professional therapy session can be conducted monthly once to keep them mentally fit and increase their morale.

5.3 CONCLUSION

Morale is psychological concept. Morale is not a cause but rather the effect or result of many going awry. Morale drifts from person to person, industry to industry, level of education age, nature of work etc. Morale may be range from very high to very low. By this study in Joy Technologies were cleared that there showing various faction which influences morale and productivity of the employees each as Social Security measures, welfare facilities, salary status, Bonus, heath condition, shift system and recognition of work are getting much importance. To conclude employee morale plays very important role in every organization. Good employee morale is the key role for success of the organization. Unless an employee has poor morale if always a possibility of employee disharmony and also affect smooth running of the organization.

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