

EFFECTIVENESS OF MOTIVATION ON PERFORMANCE OF THE EMPLOYEES AND THEIR PRODUCTIVITY

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Abstract: For many years, motivation has been a key indicator of productive employee performance within an organization, so it has been an area of major concern for the organization and human resource managers. There are wide ranges of factors that are related to management, employees, organization and the workplace which makes it complex and challenging job to motivate employees in an organization. Therefore, different strategies and method should be used by the organization and human resource manager to motivate employees. There are different needs and expectation for an employee to join any organization. Monetary and non-monetary factors are used by human resource managers to achieve different employee and organization related objectives.

The present research works look to know the impact of motivation on the performance of employees in the industry and organization. Simple random sampling method was used as main instruments for collecting necessary data to carry out this research work. Data is collected from the sample size of 100 among which included employees. The critical re-view of the literature and the quantitative analysis of the survey data pointed that both extrinsic and intrinsic motivation factor play an important role in motivating employees. The study revealed that salary is the greatest motivation factor among various extrinsic and intrinsic motivation factor like job security, advancement in career, the good relationship among co-worker, achievement sense, training and development and sense of recognition. The study further reveals that level of motivation among the employee of the organization and industries.

Keywords: Motivation, Rewarding, productivity, performance, employees.

1. INTRODUCTION

Most interesting study of man is perhaps studying about man himself. Ever since the dawn of Civilization, man has been trying to know the intricacies of human mind. It is the man who is the basic unit of all the human relations. Human Relations is the basic unit related to individual human beings assembled in the organization. The interaction becomes all the more important for accomplishing the goals and that objective of that organization, It is now being increasingly realized that people working in organization are human beings. They have their own needs, motivation, expectation and their contribution is much more than any other resources being used.

Motivation is an indispensable function of management. When man is at work, he cannot be forced to work like a machine. He is a human being who has his dignity, self-respect, values, sentiments and aspirations apart from the economic status. Under such circumstances the efficiency of the enterprise is related not merely to efficiency of sophisticated machines installed but more importantly upon the satisfaction and the incessant and spontaneous desire of man to put his mind and heart into the work.

Motivation encompasses numerous complex aspects of human behavior to which contribution has been made by sociologists, social anthropologists, psychologists and the business executives. Motivation has its roots in motives within a person which induce him to behave in a particular manner. Generally speaking the concept of motivation is by and large psychological which "relates to those forces operating within the individual employee or subordinate which impel him to act in certain ways".

The concept of motivation came under scientific scrutiny during 1930s and has led to formulation of many theories and models that try to scientifically explain the concept of motivation.

Today virtually all people-practitioners and scholars-have their own definition of motivation. Usually one or more of the following words are included in the definition: "drives", "motives", and "incentives". Technically, the term "motivation" can be traced to the Latin word 'mover', which means; "to move" is a process that starts with a physiological deficiency or need that activates a behavior or a drive that is aimed at a goal or incentive. Thus, the key to understanding the process of motivation lies in the meaning of, and relationship among, needs, drives, and incentives.

In a complex and dynamic environment, leader of the environment in which employee feel trusted and are empowered to take decision in the organization which leads to enhance motivation level of employees and ultimately organization performance are enhanced. As we studied total 20 review of literature and from that An employee is the heart of any organization. For any organization to operate smoothly and without any interruption, employee cooperation cannot be replaced with anything else. The study also focused on de-motivation factors affecting employee performance negatively. "The effect of motivation on employee performance in the Public Middle Level Technical Training Institutions in Kenya". This study used descriptive research method. This study found that employees are not satisfied with their pay. In some other study we found that the study were positive and significant effects of monetary rewards and job enrichment while positive and insignificant effect of training on employee performance owing to result in to good relation and influence of employee motivation.

A study by, vinay chaitanya ganta found that the unmotivated employees are likely to spend little or no effort in their jobs, avoid the workplace as much as possible, exit the organization if given the opportunity and produce low quality work. A study by dr. Bharti sharma, research scholar shows that the employee motivation has direct impact on productivity and growth. A highly motivated employee invests his/her hard work in carrying out each and every aspect of his/her duties and responsibilities. Improved job performance of the employee will add value to the organization itself and to the employee's productivity.

Motivation has been defined by various authors resulted to this field out with a degree of various Berenson and Steiner have describe motivation as inner stage that energizes, activates, moves and directs or channels behavior towards goals. And in this study found that employees today are not satisfied with their workplace environment and the salary pay they are provided with. The major motivational factors found by them are the promotion and prospect for further advancement in their careers.

The study by, according to mccormick and tiffin (1979) shows that motivation can be either intrinsic or extrinsic. Intrinsic motivation stems from motivations that are inherent in the job itself and which the individual enjoys as a result of successfully completing the task or attaining his goals. While extrinsic motivations are those that are external to the task of the job, such as pay, work condition, fringe benefits, security, promotion, contract of attaining his goals.

The researcher have studied many literature and found that

1. Salary is the motivation factor for the employees.
2. Good environment factor is also motivation for the employees.
3. Motivation factor is directly impact on the productivity and growth.
4. Major motivation factor is promotion and prospect for further advancement in the career.
5. Intrinsic motivation and extrinsic motivation both are important for employees.

After reviewed literatures researcher identified that some points did not covered in reviewed literature so that researchers have try to cover that lacking points in this study. Researchers have identify that most of the employees are satisfied with the role and responsibilities they are been given. Majority of respondents feel motivation from their increment of salary. Most of employees are satisfied with their organization. In our finding majority of employees participating in informal activities in other organization. Most of the employees enjoying their work with colleagues. Most of the employees participating in informal activities in their organization. Majority of the employees do get enough opportunity to learn and develop in our organization. Most of employees attending training programmer sponsored by organization for your development. Majority of them feel that financial incentives motivates them more than non-financial incentives. Majority of the employees are strong relationship between employee performance and motivation. Most of them feel secured in

their job. Majority of them they find Effective promotional opportunities in the organization. Most of the employees does incentives and other benefit influence employee performance. Most of employees they feel that work environment is also important for motivation. Most of the employees have promoted at work place.

Researcher have also discussed about recommendation of the study and try to provide some suggestion to the organization. Though it can be seen that majority of the employees are satisfied in their job, the management should also work on the problems and needs of those employees who are not satisfied. The management should understand the importance of motivation in an organization for the betterment of the employees. The necessity of building motivating factors into the organizational role, staffing roles and enterprise process of leading people must be built on knowledge motivation. The organization or the management should find out the reason for which some of the employees are still not satisfied with their jobs and do not seem to have any interest in doing their job reason and they also have to work on it and provide necessary facilities to them. The organization should work for increasing the motivational level of its employees by providing creativity, freedom and enough power. Group work should be emphasized and employees should be made aware about the importance of a harmonious group and team spirit. The employee's should be provided with various informal activities which would make their job interesting and motivate them towards their work. Training programmers should be designed to enhance the working efficiency of employees and to make them learn and develop their own inner potentials. The employee's should be given enough of the freedom and openness so that they can discuss their problems, suggestions and opinions regarding their job. The organization should modify its functions and policies which focus on the performance and abilities of the employee's rather than their seniority or other personal biases. Organization should allow the employees to participate in the matters of decision making and putting forward their views on any matter. The organization should identify the barriers which come in the way of motivating the employee's and try to remove them. The organization should see that all the employees are aware about what is going on the organization.

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