

A STUDY OF BOOSTING EMPLOYEE MORALE AND MOTIVATION

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ABSTRACT

Since customers are the primary source of revenue, the majority of experts consider them to be "God" for operating a successful company or organization. However, staff can help generate revenue as well. An employee's attitude is crucial for this support. An employee's attitude toward his company is known as his employee morale. An employee's involvement and contentment will result in great output if his morale is good. This essay provides a comprehensive understanding of the term "employee morale" and the many strategies employed by the company to boost morale.

1. INTRODUCTION

An organization is a collection of individuals who have come together to accomplish a common goal. When goals are properly planned and carried out, they may be achieved with efficiency and effectiveness; employees are the foundation of the company for this success. It is important for employees to feel good about their organization. Thus, employee morale is very important. Employee productivity will be affected if there is a positive attitude within the company. These two parameters are related in both direct and indirect ways.

EMPLOYEE MORALE

"The maintenance of cooperative life" is how Mayo defined it, and Dr. Leighton defined morale as "the capacity of a group of individuals to get together continuously and tenaciously in order to pursue a shared goal. Employee attitude toward the company is known as employee morale. There are two distinct categories of morale. methods. both group and individual morale. One's personal expectations for the organization constitute their individual morale. where the term "group morale" refers to the degree of positive or negative views among workers. to every facet of their work as a whole.

2. OBJECTIVES

- Understanding how employee morale affects productivity and the elements that influence or raise morale within the company
- By maintaining good work-life balance
- By offering incentives

3. REVIEW OF LITERATURE

Morale is an illusive attribute which encompasses feelings, emotions, attitude and perception towards the organization and its members. Discipline, self-assurance, and a willingness to work hard are typically traits of positive morale. There are numerous reasons for low morale, including job insecurity, an unfair compensation policy, unclear business circumstances and over-reliance on outsourcing. Low morale affects company income, productivity, financial competitiveness and organizational objectives (Sauermann & Cohen, 2008). One result is low morale of managerial conduct in which supervisors give their staff orders from above and decline to communicate directly on workplace issues (Sauermann & Cohen, 2008). This kind of communication results in a gap between managers and staff, which ultimately results in a decrease in employee respect, mistrust, and morale and workforce motivation (Chungsup & et al., 2012). Low morale also causes employees to lose interest, especially when managers don't appreciate their efforts and the tasks performed (Zeynep & Huckman, 2008).

High staff turnover is an expensive sign of low morale. This occurs when workers quit because they are dissatisfied and lack motivation to stay. Because employee turnover has a significant impact on both productivity and finances, it is an unsettling phenomenon. Financially speaking, this means that the business must pay higher compensation or incur greater recruiting costs in order to hire new staff. The information, abilities, and skills that contributed to the organization's objectives, profitability, and performance will be carried by departing personnel at the production level (Lee & Liu, 2009).

According to Singh and Jain (2013), an employee's entire demeanor frequently reflects the organization's lesson. Compared to management, happy workers have more positive things to say about the company, improve the work

environment, and increase employee satisfaction and representative performance, which ultimately leads to high benefits, customer loyalty, and client retention.

According to Upadhyay and Gupta (2012), satisfied representatives are known to possess a high level of determination. Work experiences and welfare measurements don't truly correlate with fulfillment. As a result, it is recommended that the organization provide adequate welfare measures without worrying about raising the cost of some of them in an attempt to gain an advantage and establish itself as the most sought-after organization.

"Correlation of Morale, Productivity, and Profit in Organizations," Carolyn Ashe (2016) This study investigated if productivity and profit are directly correlated with employee morale. Numerous studies have shown that low morale leads to low productivity, but they have not shown that this results in lower profit. (to understand the relationship between staff morale and output.)

"IMPACT OF STAFF PARTICIPATION, MORALE, AND SHORTAGE ON ORGANISATIONAL PERFORMANCE: AN INTERNATIONAL SURVEY," Jehanzeb R. Cheem (2017) In this study, we examined the relationship between organizational performance and staff-centered organizational characteristics in the unique setting of high schools using nationally representative samples from 64 economies and nations. Our empirical findings show significant cross-country differences in how staff participation, morale, and shortage affect academic performance. There is discussion on the implications. (The positive and negative impacts of managerial involvement and staff morale)

The impact of low morale and motivation on workers' productivity and competitiveness in Jordanian industrial firms was examined by Shamih (2017). His research attempts to investigate how low motivation and morale affect workers' competitiveness and production. Low motivation and low morale can result in reduced productivity and a loss of competitiveness, which can occasionally trigger other undesirable symptoms like sabotage and absenteeism.

FACTORS AFFECTING EMPLOYEE MORALE – I

1. Collaboration of Objectives: When each employee's goal is aligned with the effectiveness of the organization, they will work fully engaged.
2. Employee behavior within the organization has an impact on the nature of work, particularly when it comes to settling conflicts.
3. Personal factors, such as the representatives' age, training, and insight, as well as the amount of time they spend at work and their excitement for their employment, affect the employees' confidence.
4. Incentives: Workers anticipate being compensated appropriately for their abilities. Positive wage, pay rate, advancement, and other incentive arrangements maintain employees' confidence at all times.
5. Any organization's working conditions and appearance have an impact on people's mental health.
6. Harmony with colleagues that are similar Being a social creature, he finds his remarks to be much more satisfying if he senses that his fellow experts understand him and consider him a brother.
7. When an employee is happy with their job, they have a fair opportunity to show off their skills and grow as a person, and they will be more determined to succeed. Possibility of advancement in any concern and the ability to share benefits continue to be essential components of a positive attitude.

FACTORS AFFECTING EMPLOYEE MORALE – II

- 1) The Organization: In Indian industry, the organization itself is the key and most important factor influencing employee morale. The organization refers to the company's overall goodwill and public perception among its rivals. It's one of the primary reasons since an individual known as an employee spends the most of his day on the company's office grounds. He must be proud of his work and his employer since he is contributing to it in exchange for a wage or compensation. If he is not performing his duties effectively or correctly, the company is also to blame for his errors.
- 2) job Nature: that other element influencing employee morale is the type of job that employee performs for the company. The employee's attitude toward the company and his work must suffer if he performs his regular duties repeatedly and becomes bored or exhausted. He is losing interest in the organization's working conditions on a daily basis. Another perspective holds that the employee feels pleased to perform his job and never feels like he is a part of the company; his condition worsens when he feels inferior to others or has an imperiority complex. Even the last person to arrive on the moon, Neil Armstrong, never feels demotivated since it isn't about who is first or last; rather, it's about doing the job because they are proud of humans. When Neil Armstrong first landed on the moon, he was proud to have completed the task handed to him.
- 3) The degree of satisfaction: contentment The word itself has several connotations; nobody in this world can fully satisfy everyone, not even those who acquire a lot of wealth or properties. Even when the company gives its workers a higher income than its rivals, provides them with welfare activities, healthy food, and a comfortable environment, they

are never pleased with their possessions because people are never content. The corporation merely asks that they work with complete interest and intent in exchange. Every day, human demands and desires increase, yet they never reach their zenith.

4) The level of supervision is a crucial component that influences employee morale more than any other. "Follow the leader" is not simply a phrase that characterizes how his followers focus on and monitor him; it also refers to the increased staff turnover in India. and he needs to be more involved with his coworkers and employees. If he is not focused on his interests toward his prospective coworkers and employees, the scenario and the relationship between management and employees will cease. The actions of his superiors have a direct or indirect impact on the morale of the employees. If a subordinate does something excellent but his boss doesn't care about it or encourage him, he won't be a good employee and won't act appropriately the following time. Good supervision is a sign of good leadership. The best example of good supervision is "Sathish Dhawan," the senior scientist at ISRO, who also leads the rocket launch mission with Dr. A.P.J. Abdul Kalam and six other team members. Unfortunately, the mission fails, and the press gathers in front of the press meeting location. All team members feel embarrassed and afraid to face the media. However, Dr. Sathish Dhawan chose to say to his teammates, "all of you go to your houses and take rest, thank you, I'll face the media." When the press asked him a number of questions regarding the mission's failure, he simply responded, "As a leader of the mission it's my mistake, I take full responsibility for the failure, within next 6 months we'll give our best to accomplish the mission." After six months, the mission would be a huge success and it would be the great story in Indian space history. Sathish Sir told his teammates, "I'm very tired, I'm going to my home. You may go and celebrate the success with media and public in this story we can learn how one should be a leader and good supervisor." The media was waiting outside to celebrate the huge victory.

5) Employee Perception of Reward System: Since all employees work for their salaries, it goes without saying that the organization's financial benefits, such as its reward system, are one of the factors that affect employee morale. People's strong morale toward their jobs and the firm is immediately impacted when the company is unable to pay them enough and they lack financial motivation. Other reward schemes, such bonuses, wage increases, and incentives, are used to honor employees when they are not paid. It's becoming worse.

6) Employee Education: An indirect element influencing employee morale is the person's educational background. These days, finding a job is the hardest thing to do. Most qualified employees are hired for positions that are not a good fit for them, and when they join another company, they might not be interested in their position because their educational background prevents them from performing their jobs well. For instance, the majority of engineering graduate students in India find work in information technology organizations across the country, even though they might not be interested in their positions. This is also true for the automotive sector.

7) The occupational level of the employee: this is a component that is clearly related to the employee's interest in their work. In addition to trying to accomplish the company's objective and his own, such as aiming for the top spot in the hierarchy within the allotted time, the employee must also interact with the company's vision, mission, and values. It is only feasible if the worker is aware of the organization's principles and aims.

8) Quality of Work Life: This is a contentious issue in India since the majority of Indian workers suffer from psychological conditions like depression and hypertension as a result of their extremely poor quality of work life. While some Indian organizations offer psychological counseling on how to achieve work-life balance, many do not. The employee never talks about his personal issues or family when he is focused on his work and working hours. It might make him less effective and productive at work. He needs to spend his precious time with his family after work. If the aforementioned format is not met, the company will never be able to raise employee morale.

4. FINDINGS

1. Impact of Recognition and Rewards: Regularly recognized and rewarded employees are more likely to be motivated and engaged.

2. Work-Life Balance Is Important: An overwhelming workload and a lack of flexibility cause stress and burnout, which lowers morale.

3. Career Growth Opportunities: When workers see chances for skill advancement and promotions, their motivation levels increase.

4. Effective Leadership: Keeping staff morale up requires supportive and communicative leadership.

5. Workplace Culture: A welcoming and upbeat workplace increases employee satisfaction and lowers attrition rates.

6. Monetary vs. Non-Monetary Incentives: Although pay raises encourage workers, non-monetary rewards like gratitude, flexible scheduling, and team-building exercises also have a big impact.

7. Autonomy & Trust: Workers who are trusted by management and have the ability to make their own judgments are more motivated.

8. Team Collaboration: Positive peer relationships and strong teamwork boost morale at work.

5. SUGGESTIONS

1. Consistent Recognition Programs: Put in place organized employee appreciation programs, including "Employee of the Month" or performance-based rewards.

2. Flexible Work Arrangements: To improve work-life balance, provide remote work, hybrid models, or flexible scheduling.

3. Skill Development & Training: Offer mentorship, training courses, and chances for professional growth.

4. Transparent Communication: To resolve issues and offer input, promote candid dialogue between staff and management.

5. Wellness & Mental Health Support: To lower stress, implement wellness initiatives, counseling services, and leisure pursuits.

6. Establish a Positive Work Culture: Use team-building activities and social gatherings to promote an engaging, varied, and inclusive workplace.

7. Empower Workers: Give workers autonomy and include them in decision-making to enable them to accept responsibility for their work.

8. Equitable Pay & Benefits: Make sure that competitive pay, incentives, and benefits meet industry norms.

6. CONCLUSION OF THE STUDY

According to the study, employee morale has a significant impact on workers' productivity. Employee satisfaction with the company will rise due to a good attitude and high morale, which will indirectly affect worker productivity. Furthermore, the organization, work-life balance, and perception are the elements that will raise employee morale.

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