



Article Title: A Study on Effectiveness of Motivational on Employee with Special Reference to Shiash Info Solutions Pvt Ltd, Chennai.

A Study on Effectiveness of Motivational on Employee with Special Reference to Shiash Info Solutions Pvt Ltd, Chennai.

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ABSTRACT

The title of the project report's 'A study on Effectiveness of Motivational on employee'. The project work has been carried out at Shiash info solutions Pvt ltd in Chennai for the potential fulfillment of the MBA program under Anna University, Chennai. Organizational culture is the accepted norms and values that are associated with a particular company. These norms are seen as distinctive to a particular organization. Organizational culture can be tackled in three real ms such as behavior & artifacts, values & assumptions and beliefs. The term behavior denotes the visible elements of culture prevailing with a certain organizational dress code, the way employees use technology in their task etc. Their search design us edit this study is descriptive research design. Data from 50 people were collected as population study. Data was collected by survey method through structured questionnaire with close-ended questions. The primary data was obtained through questionnaire directly from the employees. The secondary data was collected through internal source and external source, company records, documents, journals & websites. The collected data has been edited, classified and tabulated. The statistical tool used in this study is Percentage analysis, Chi-square test, and Weighted Average method.

Keywords: Effectiveness of Motivational On Employee

1 Introduction

The word motivation is derived from Latin word 'movere' which means 'to move'. Motivation is something – a desire, a want, need or drive – that moves or spurs an individual to act in a particular way to achieve a goal or objective.

The factors that stimulate the behaviour and actions of the people are as follows –

- Success and advancement in Life
- Desire for Money
- Desire to be empowered
- Work Satisfaction
- Recognition in the Society etc.



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Well-motivated employees are an asset to the organization and they write the success of organization and therefore, every organization should accord utmost attention to employees' motivation.

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.

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 motivation is the level of commitment, energy and innovation that a company's staff hold during the working day. It's as important as it is difficult to track; maintaining and improving motivation in the workplace can be a problem for many companies, as not every task will be interesting. Therefore businesses must find ways to keep their employees engaged, with motivation monitored and nurtured too.

1.1 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.

Information technology is also a branch of computer science, which can be defined as the overall study of procedure, structure, and the processing of various types of data. As this field continues to evolve across the world, the overall priority and importance has also grown, which is where we begin to see the introduction of computer science-related courses.

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.



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Company profile:

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.

Vision:

Shiash's vision helps us understand and provide a sense of direction on how we drive our business. It serves as a beacon directing all our thoughts and efforts towards achieving our goal. Since inception, Shiash has truly evolved over the years from a start-up IT Services Company to a trusted IT partner for leaders in the telecom world. Our vision is to be amongst the top five software services companies focused on the communications industry

Mission:

We thrive in achieving excellence in providing the best IT solutions to our clients so that they can meet their business needs in the most effective and efficient way. At Shiash Info Solutions we focus on high quality & timely delivery of our Services. We provide cost effective and customized solutions.

1.2 Need of the study:

Though many researchers have been conducted Study on factors influencing employee morale, No researchers have 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

Employee with special reference to SIS Pvt Ltd". SIS is one of the premier IT services



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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.

1.3 Objectives of the study

- To know about the various motivating factors.
- To identify the level of satisfaction of employees towards the SIS pvt ltd.
- To find out the most influencing motivational factor adapted by SIS pvt ltd.
- To determine the appropriate motivational factors.
- To give suggestions to the employees.

2 Type of research:

The study is a descriptive one and the researcher has used simple category scale and multiple choices, single response scale for collecting the data. Descriptive research includes surveys and facts-finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variables, he can only report what has happened or what is happening.

Source of Data: The collection of data is the process of getting values and facts from an experiment or observation. The values recorded in an experiment or observation are called as data. The data is of two types, namely primary data and secondary data.

Primary data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered from employees with the help of a structured questionnaire and personal interviews.

Secondary data: Data that are collected from primary data i.e., they are already existingsomewhere.SecondarydataarecollectedfromMagazinescorporatejournalsandwebsites.

Sample design: A sample design is the defined plan for obtaining a sample from a given population. It refers to the methods and procedures for selecting the samples for the study. There searcher has resort to sampling methods of data collection.

2.1 Tools for analysis:

Analysing the data with some statistical technique is called data analysis. The tools used in this project are,

- Percentage Analysis
- Chi-Square Test
- Weighted Average



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Percentage Analysis

The term percentage analysis means the calculation of percentage for how much of Sampling is taken for research from the available total number of population.

It is used to find the entire game Te of employees into positive and negative feed backers. The same is implied for each dimension of the study.

$$\text{Percentage analysis} = \frac{\text{No of Respondents}}{\text{Total no of Respondents}} \times 100$$

Weighted Average Method

A weighted average is a type of mean that is calculated by multiplying the weight associated with a particular event or out come with its associated quantitative out come and then summing all the products together. It is very useful when calculating an erotically expected outcome where each outcome has a different probability of occurring, which is the key feature that distinguishes the weighted mean from the arithmetic mean.

Weighted Average can be calculated by using the formula. It is as follows

$$\text{Weighted Average} = \frac{\sum WX}{\sum W}$$

2.1.1 To find the most influencing motivational factors at SIS

Table 1: Showing weighted average of most influencing motivational factors

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Rewards to the employees	21	23	4	1	1
Incentives to employees	29	16	5	0	0
Valued and appreciated by the company	22	24	2	1	1

$$\text{Weighted Mean} = \frac{W_1X_1 + W_2X_2 + W_3X_3 + W_4X_4 + W_5X_5}{W_1 + W_2 + W_3 + W_4 + W_5}$$



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Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Weighted total	Weighted average
Rewards to the employees	105	92	12	2	1	212	14.133
Incentives to employees	145	64	15	0	0	224	14.933
Valued and appreciated by the company	110	96	6	2	1	215	14.333

Interpretation:

From the above table, it is found that Incentives to employees is the most influenced employee motivational factor among the employees and the weighted mean is 14.933, the second most influencing employee motivational factor is Valued and appreciation by the company and its weighted mean is 14.333, the lowest influencing employee motivational factor is Rewards to the employees and its weighted mean is 14.133.

2.1.2 To determine the appropriate motivational factors

Table 2: Showing the weighted average of appropriate motivational factors

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Working hours of the company	19	16	12	2	1
Promotion provided to employees	21	23	3	3	0
Easy to follow companies rules	22	26	1	1	0
Friendly and helpful	25	21	2	1	1



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colleagues					
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$$\text{Weighted Mean} = \frac{W1X1+W2X2+W3X3+W4X4+W5X5}{W1+W2+W3+W4+W5}$$

$$W1+W2+W3+W4+W5$$

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Weighted total	Weighted average
Working hours of the company	95	64	36	4	1	200	13.333
Promotion provided to employees	105	92	9	6	0	212	14.133
Easy to follow companies rules	110	104	3	2	0	219	14.600
Friendly and helpful colleagues	125	84	6	2	1	218	14.533

Interpretation:

From the above table, it is found that Easy to follow companies rules is the first motivational factor among the employees and the weighted mean is 14.600, the second motivational factor is Friendly and helpful colleagues and its weighted mean is 14.533, the third motivational factor is Promotion provided to employees and its weighted mean is 14.133, the lowest motivational factor is Working hours of the company and its weighted mean is 13.333.

Chi-square Analysis

The study has incorporated chi-square test an on-paramedic test to the selected hypothesis. Chi square test is used to determine whether categorical data shown dependency or the two classifications are independents. Chi-square can be used to test.

The formula used is,

$$X^2 = \sum \frac{(O-E)^2}{E}$$

Where

- E - Expected Value



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- – Observed Value
- Degree of freedom is compared by using the formula $(n - 1)$

2.1.3 Respondents opinion on responsibility and job role

Table 3: Showing Opinion on responsibility and job role

Particulars	O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Strongly agree	17	10	7	49	4.9
Agree	18	10	8	64	6.4
Neutral	12	10	2	4	0.4
Disagree	2	10	-8	64	6.4
Strongly disagree	1	10	-9	81	8.1
Total	50	50	0	262	26.2

Null hypothesis (Ho): The responsibility and job role provided by the company is not satisfied to the employees.

Alternative hypothesis (H1): The responsibility and job role provided by the company is satisfied to the employees.

Source: Primary data

$$X^2 = \sum \frac{(O-E)^2}{E}$$

O – Observed Frequency

E – Expected Frequency

Degree of freedom $(n-1)$

Where $n=5$

$$= 5-1 = 4$$

The value of X^2 at 5% level of significance is 9.488 and the calculated value of $X^2 = 26.2$

Interpretation:

Here, calculated value $>$ table value. As the calculated value is greater than table value, the null hypothesis is rejected. Thus we accept the alternative hypothesis and conclude that the responsibility and job role provided by the company is satisfied to the employees.



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2.1.4 Respondents opinion on salary provided by the company

Table 4: *Showing Opinion on salary provided by the company*

Particulars	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Strongly agree	14	10	4	16	1.6
Agree	26	10	16	256	25.6
Neutral	6	10	-4	16	1.6
Disagree	4	10	-6	36	3.6
Strongly disagree	0	10	-10	100	10
Total	50	50	0	424	42.4

Null hypothesis (Ho): The Company is not providing salary on the time.

Alternative hypothesis (H1): The Company is providing salary on the time.

Source: Primary data

$$X^2 = \sum \frac{(O-E)^2}{E}$$

O – Observed Frequency

E – Expected Frequency

Degree of freedom (n-1)

Where n=5

$$= 5-1 = 4$$

The value of X^2 at 5% level of significance is 9.488 and the calculated value of $X^2 = 42.4$

Interpretation:

Here, calculated value > table value. As the calculated value is greater than table value, the null hypothesis is rejected. Thus we accept the alternative hypothesis and conclude that the company is providing salary on time.

2.2 Suggestions

- The organization has to recruit more male employees also.
- Management should improve the performance appraisal activities on motivated



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employees.

- It is suggested that the employer should frequently collect feedbacks and opinions from the employee about the decisions which are taken by the organization. It will highly enhance the employee-employer relationship.
- It is recommended that organization needs to provide better guidance for improving employee capability and support.

3 Conclusion

The study on “ The Effectiveness of motivational on employee with special reference to Shiash info solutions Pvt ltd, Chennai was conducted with the main objectives to find out the effectiveness of motivation in the work environment. This was done with the help of questionnaire supplied to the employees generally majority of the employees are satisfied with the motivation adopted by SIS Pvt ltd. Majority of the employees beliefs in that the motivation is essential for increasing willingness of the workers in doing their work. The result from the study shows the motivator’s factors such as achievement, recognition, responsibility and advancement play an important role in the motivating employee in the organization. Motivation will make easy the growth of the production of the company and also it will help the growth of SIS Pvt ltd, Chennai.

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