



# To Study the Effect of Employee Motivation on Work Performance

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## **ABSTRACT:**

Employee motivation is the key factor to boost up the function of an organization. In the globalization phase, every company needs to sustain in the fierce competitive market. Employees are main factors to manifest the business goals into reality. Therefore, in today's world every organization tries to manage their human resource department to keep their employees motivated. In that context some of the management theories have been practicing by them. Business function or their performance in the market can be evaluated by assess the level of motivation of employees. Motivation can play a lead role to get the professional milestone in each financial year in less effort manner.

## **KEYWORDS:**

Employees, Globalisation, Governance and Motivation.

## **I. INTRODUCTION:**

In the present globalized era, business entities bulls eye on to earn massive revenue in each financial year. In that prospects those organizations set different kinds of agendas to get the competitive advantage in the fierce market competition. Business organizations establish a good corporate governance to reach on their every financial and nonfinancial goal. In order to reach to that target those companies are now take the initiative to keep motivated their skilful employees. Employee motivation brings success to any types of business enterprise, whether that is midsize organization or a multinational company. In order to run the functional process in smooth manner the companies are preparing some outstanding strategies to maintain the corporate governance and get the competitive advantage in certain way.

Any type of company has consisted with various department, such as the finance department, administrative department, public relation department, sells department and human resource department. The human resource department is responsible to manage the employees and to extracts Excellency's from the skilful employees; based on the employee performance report Authorities take the decision to promote or demote the employees. Presently the human resource department has a major impact to bring large scale productivity for any organization by managing the employees. According to various researchers of this specific title that is the impact of the motivation of employees on work performance they have been stated that if the employees of any companies need to be motivated then their psychological factors need to be assessed by the authority of an organization. In other words some scholars said that employees can not engage with their assigned task until and unless they are pursuing the positive mentality.

Interpersonal communication intended purpose only can be fulfilled if the intrapersonal communication goes in systematic and satisfied manner. In the subject of communication interpersonal communication is such a factor which help person to communicate with themselves. If they are able to understand their needs transparently they can plan in systematic manner in their professional field. This paper highlight over the different factors associated with the employee motivation process. In many companies there have been assigned some trainers and personality developer to motivate the employees but all those factors are willing to enhance the capacity of the employees not to motivate the employees from their inner perspective indeed. If worker do understand about the importance of the work and the professionalism then they automatically will be involved to their assigned work. The aim of this paper is to find out the effectiveness of the motivated employees for any business organization.

## II. LITERATURE REVIEW:

### 2.1. Matthew Abioro (2013):

This research study empirically evaluates the effect of employee motivation on organizational performance. Within the present study, the questionnaire was used because the main data collection tool. For a transparent analysis, the study focuses on two general variables; the variable which is that the organizational performance and therefore the experimental variable which is that the motivation of the workers. Three different hypotheses were formulated and tested using descriptive statistics and coefficient of correlation techniques respectively, so as to determine whether there's a relationship between employee motivation, pay, work environment and organizational performance. Research findings indicate that employee motivation features a positive effect on organizational performance. Therefore, it's recommended that the organization take the difficulty of employee motivation seriously to facilitate effective work

### 2.2. Ovidiu-Iliuta Dobre (2013):

Most organizations compete to survive in this volatile and ferocious market. Ambient. Employee motivation and performance are key tools for any success long-term organization. On the one hand, measuring performance is essential for the organization management, as it highlights the evolution and results of the organization. On the other hand, there is a file positive relationship between employee motivation and organizational effectiveness, reflected in many Education. This article aims to analyse the factors that drive employee motivation towards high levels of performance. Addicted Dissatisfaction with monotonous jobs and customer pressure could weaken the organization. Performance. Therefore, absenteeism rates can increase and employees can leave the organization joint competitors offering better working conditions and greater incentives. Not all people are the same, therefore everyone must be motivated using different strategies. For example, an employee may be motivated by higher commission, while another may be motivated by job satisfaction or a better work environment.

## III. OBJECTIVE:

1. To scrutinize the importance of the employee motivation to bring the large scale productivity in an organization.
2. To understand whether the general business performance depends over the employee motivation or on other factors.

### 3.1. Internal factors for employee motivation:

Employee retention and the employee motivation depend on each other. Efficient and proficient employees can be retained by default if they are motivated, without the motivation factor the results of the function would not be so encouraging. Thus at present many companies have been tried to manifest many process to inspire their employees through the human resource department. Moreover, if an organization tried to influence their worker in positive manner then they should assess the psychological factors of staffs. Intrinsic reward system keep motivate the employees in positive manner. The main perspective to give reward to the efficient employees is to manage a good operation and to build a higher brand value among the potential customers. Employee motivation not only helps an organization to earn the good amount of profit but also this can help the business entities to management their corporate governance system in systematic way. Corporate governance system is the set of rules and regulation applicable for all staffs manifested by the authority of an organization. Corporate governance is the system for the companies to reach over the stated goal within a specific time period and how the entire work functions can be done is also mentioned in this set of rules and regulation. In this context the corporate governance system can be followed properly if the human resource department plays an important role to keep motivate their employee based on their psychological perspective. Sometime in the corporate governance system the ethics of the employees also be mentioned because the corporate responsibility of an organization is based over the brand value acquired by the each and every business organization. Employee motivation is the key factor in this context. Employee motivation depends on the various factors of business entities. This is not the dependent variable of a company. These factors have been associated with many sub factors linked up with the organizational function. The sub factors related with the organizational function that have importance over the employee motivation are the financial and non-financial aspects of the organization. In other words it can be stated that if the organization is much strengthen with the financial resource then they can offer more lucrative offers to their staffs and have been able to provide more facilities to their employees, but if that is so then it was hard to maintain that employee satisfaction cost. The other factors which have direct impact over the employee motivation are the administrative functions. The administrative system or the corporate governance is the system that can help the employee to understand about the equal opportunities avail by the all employees. In general words if the authority or the administrative system have been consider the employee in unequal basic then it creates dissatisfaction among them and as a results the business performance became downwards. The level of performance of the employees are dependent on the other factors as well, such as work pressure and the technique of the work of the team leaders are directly involve to uplift the psychology of the team member. In this context it can be stated that, if a specific goals have been assigned to a specific team then the members of the team will be led by the team leaders. The role of the team leader depends on his or her mentality and based on that he or she would be succeed to manage the team members functions. The action of the team members depends over the instruction of the team leaders. Whether the work agenda would be fulfil by the authoritative manner or in democratic manner. As per the previous studies done by the renowned researchers and scholars, the employees or the team members are generally motivated by the democratic style of leadership, where their voice also are empowered in the decision making policy for a company (Goleman, 2017).

Along with that the intrinsic reward system directly shows about the concern for the employees, According to Rafique et al. (2014), Intrinsic reward is an important factor for the employee motivation. Relationship among the appreciation, recognition and performance are directly proportional with the employees' motivation factors. In the distinct relationship among the appreciation and recognition majorly affects the overall performance of a business organization (Chapman and White, 2011). In other words when the appreciation is practically done by recognizing the effort done by the workers then it is benefited the organization in both perspectives such as by inspiring the employees and to set the business agendas for their corporate governance system. In any organization there are many factors which can lead the employees to obtain the Excellency's from their work agendas. This state or condition can be experienced when the staff of a company is enough motivated to do their work. In that context the focus of the study can be supported by the Maslow's hierarchy of needs theory and by the Douglas McGregor's X and Y theory of management. Another area which may influence the employee motivation is the work environment. Working place environment are the factors which derives any employee to obtain his or her goal required for the business Excellency's. If the employees are maintain a healthy relationship among them then the level of competency has decreased and they get support in their working agendas, in larger perspective those process of cooperation is beneficial for the organization development. Development will not occur only in economic perspective but also in perspective of the employee non-financial factors such as employee relation and loyalty for the work. The performance of the employees depends over this above mentioned internal factor. Although the world's has been changing rapidly and the aspect of the requirement of the service users is also get modified day by day. Therefore, it can be effortlessly assumed that the pattern of the employee management by the human resource department also changed its aspect (Cascio, 2018). Therefore the process of setting the agendas for the employees' motivation by the human resource department also need to be changed based on the working procedures of the organization in this globalized era. In present technological era it has become difficult for the business companies to manifest the anti-globalization in order to sustain the employees. The retention of the employees depends over the level of motivation they get from their workplace. Interpersonal communication is the main area for the employee motivation. In very simple word the difference between the employee performances vary over their psychology. The inner and outer world or the circumstances creates the difference among the employees. The opinion of the researchers of the psychological ground depicts about the fact that when an employee is not much engaged in their professional filled with a delightful mentality then both in personal and professional domain he or she may not devote themselves entirely (Korschun et al. 2014). Both it can create difficulties for their every personal and professional aspect. In order to motivate the employees the companies have been arranging different personality development training which not just only limited for bringing the benefit for the organization but also develop the whole person as a human being. The specialized team is aiming to set a positive mind set among themselves among every opportunity and in every occurred challenge in their lives.

### **3.2. External factors for employee motivation:**

Along with the internal factors for the employees motivation there also have some external factors for the employee motivation. Those external factors are circumstances and the level of competition. In detail it can be stated that the mind-set of the employees depends over the circumstances from where they are belonging. In that order the companies have been tried to satisfy the employees by take necessary action to manage their personal problems, like giving financial support to the family members during the illness in an particular hospitals where the staff would be able to get the medical treatment assistant( Lazaroiu, 2015). These factors can retain an employee with their loyalty towards their office and exchange a healthy relationship among all the workers and the authority.

Another factor is the level of competition. The market conditions the competition among the workers force the employee to experience extra pressure for competition any task. Moreover, the human resource department in that context arranges meetings and workshops, where the skilful employees who have been able to perform their job role in excessive work pressure will be rewarded. This strategy can boost up the level of confidence of the employees. Positive mind-set of the employees is not just rewarding for the organization but also boost up the personal skills of the employees which can pays them pertained with their personal skills for future purpose.

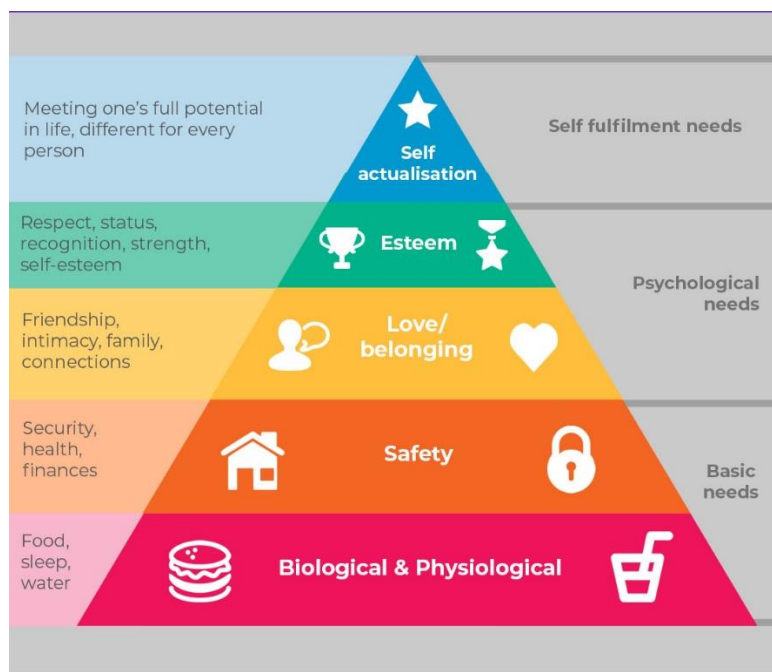
### **3.3. Theories used for the employee motivation for improving business operation:**

Motivational factor for the employees to improve the business operation can be supported by some important theories of management field; those theories are the Abraham Maslow's Hierarchy of Needs theory, Herzberg's Two-factor theory, Expectancy theory and McGregor's X and Y theory.

#### **3.3.1. Maslow's Hierarchy of Needs:**

Psychologist Abraham Maslow portrayed that in order to jump on the next level of psychological development, a person needs to satisfy himself or herself in all perspective, from where at present they existing, The characteristics of human life became satisfied when they can avail the psychological, safety, love, esteem and self -actualization process in their life span. Many organizations followed this theory to keep motivated their employees.

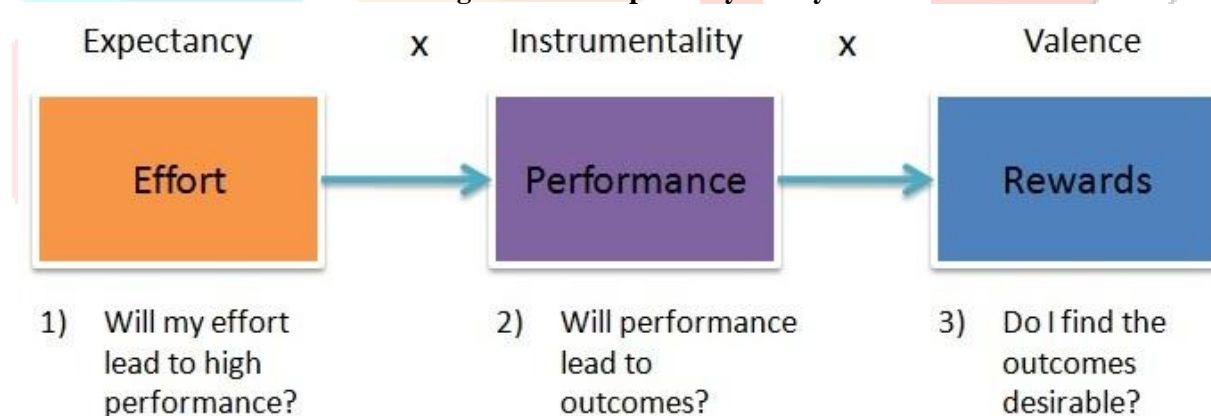
Figure 3.3.1. Maslow's Hierarchy of Needs



### 3.3.2. Expectancy theory:

The expectancy theory proposes that employees' behaviour depends over the outcome the action. It suggests the aspects that when employees want hike in their salary increment they start working in longer hours. In this theory there have three main factors that are the expectancy, instrumentality and valence. In a workplace this theory can be executed by the authority, by giving reward to the employees for their good performance.

Figure 3.3.2. Expectancy theory



### 3.3.3. Herzberg two factor theory:

a) **Motivator factors:** The factors such like salary increment, good working environment motivate workers.

b) **Hygiene factors:** Those factors which can de-motivate the employees, such as company policies, salary deduction, Unhealthy relationship with managers and co-workers.

Figure 3.3.3. Herzberg two factor theory



#### IV. HYPOTHESIS:

Hypothesis assist a researcher to make assumption before proceed with the research elaboration. Based on the research hypothesis, the structure of the research work can be done. In that context the hypothesis of this paper are mentioned below:

H1: Motivation of employees plays the dominant role over the business performance of an organization

H0: Employee motivation is only a sub part for bringing the large number of productivity

#### V. RESEARCH METHODOLOGY:

##### 5.1. PRIMARY DATA:

Primary data is collected is collected using survey method on employees of private companies. Also interview of the managers and the chairperson of an organization was conducted.

##### 5.2. SECONDARY DATA:

This study is descriptive in nature and it used the exploratory technique. The data for the study were gathered from the secondary sources such as journals, articles published online and offline on various newspapers and websites.

#### VI. DATA ANALYSIS AND INTERPRETATION:

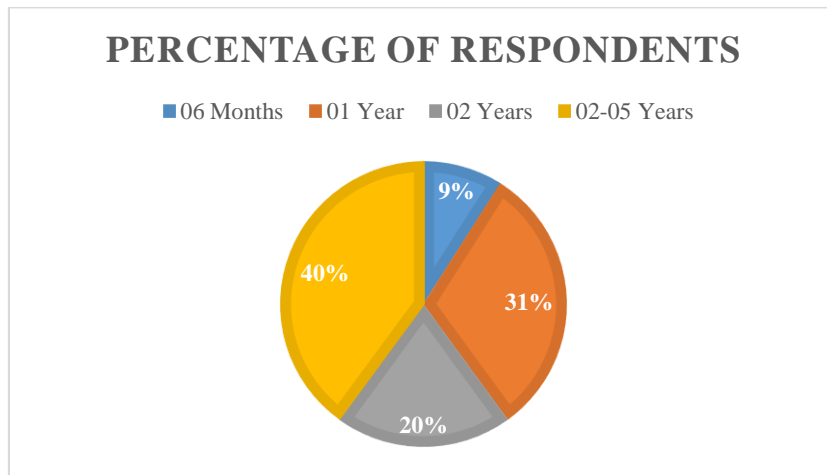
##### 4.1. Quantitative Analysis:

The analysis has been done over the accumulated data collected from the primary source of information; sample size of the survey is 75 respondents.

##### Survey Questions and Answers

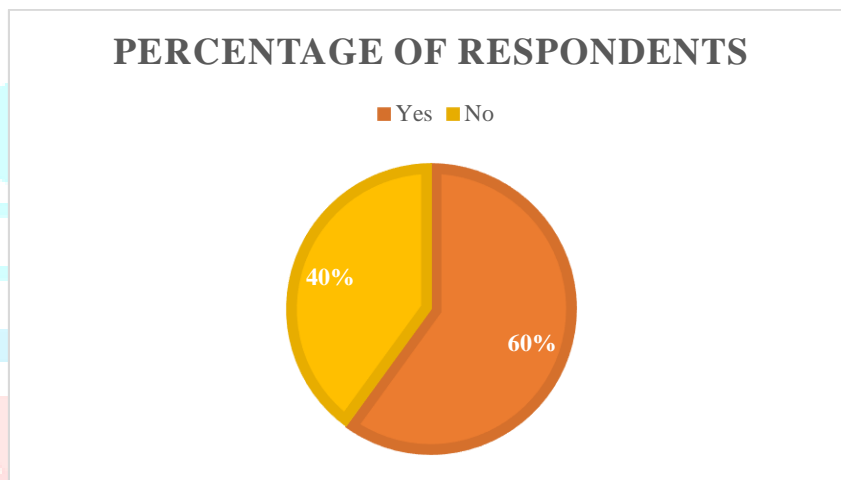
1. How long you have been working in your present organization?

Options	Responses	Total Number of respondents	Percentage of respondents
06 Months	7	75	9 %
01 Year	23	75	31 %
02 Years	15	75	20 %
02-05 Years	30	75	40 %



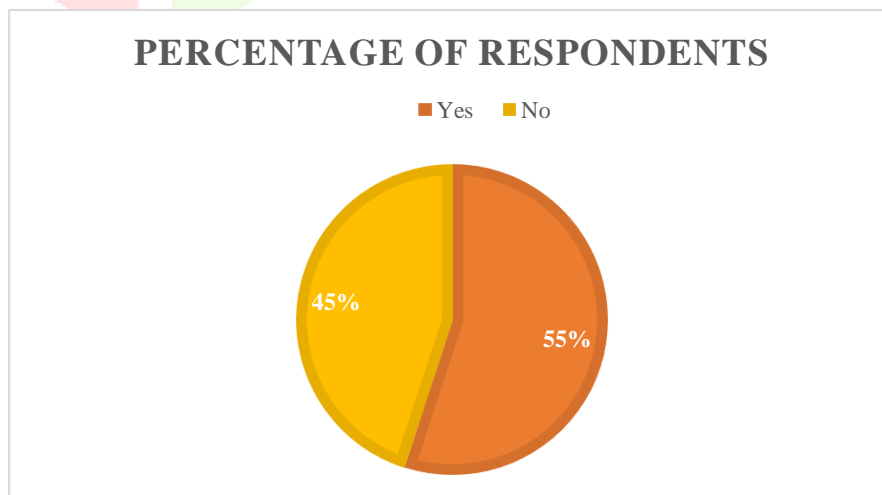
2. Are you happy to deliver your effort in your workplace?

Options	Responses	Total Number of respondents	Percentage of respondents
Yes	45	75	60 %
No	30	75	40 %



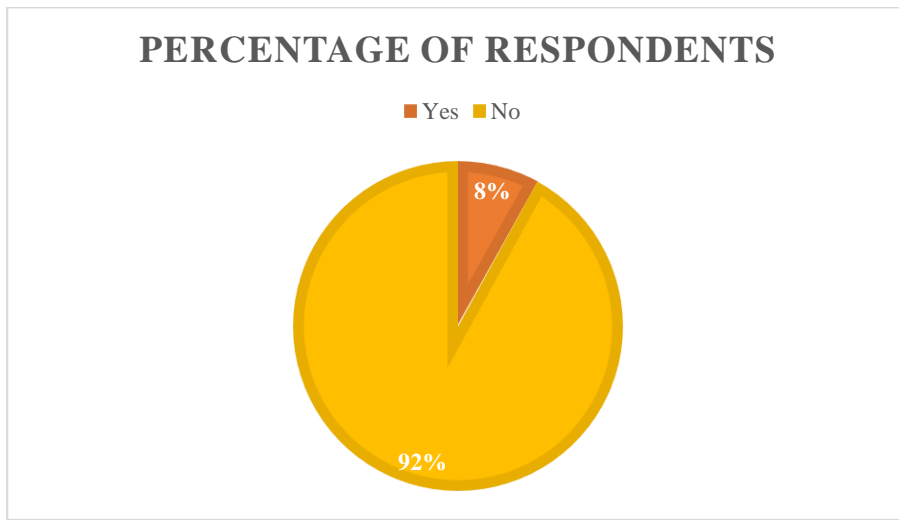
3. If your employer is in crisis situation, will you take the initiative to help them out, before asked by them?

Options	Responses	Total Number of respondents	Percentage of respondents
Yes	41	75	55 %
No	34	75	45 %



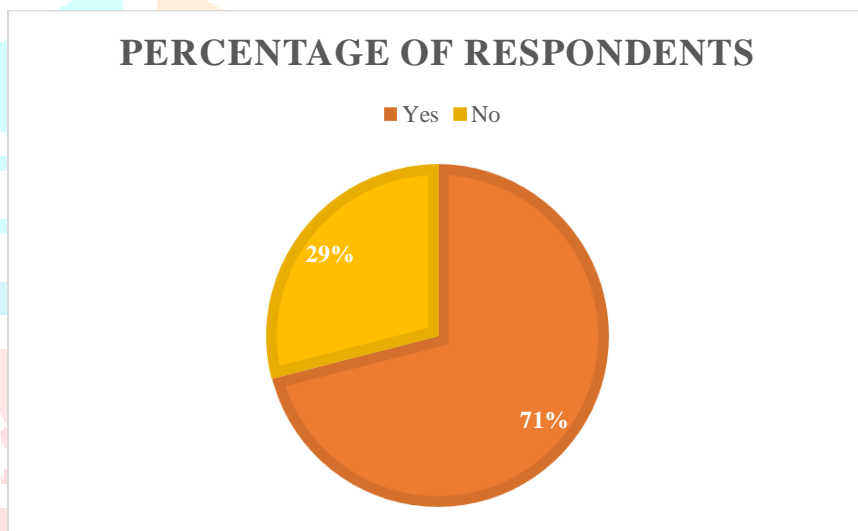
4. You like to be absent frequently for your work?

Options	Responses	Total Number of respondents	Percentage of respondents
Yes	06	75	8 %
No	69	75	92 %



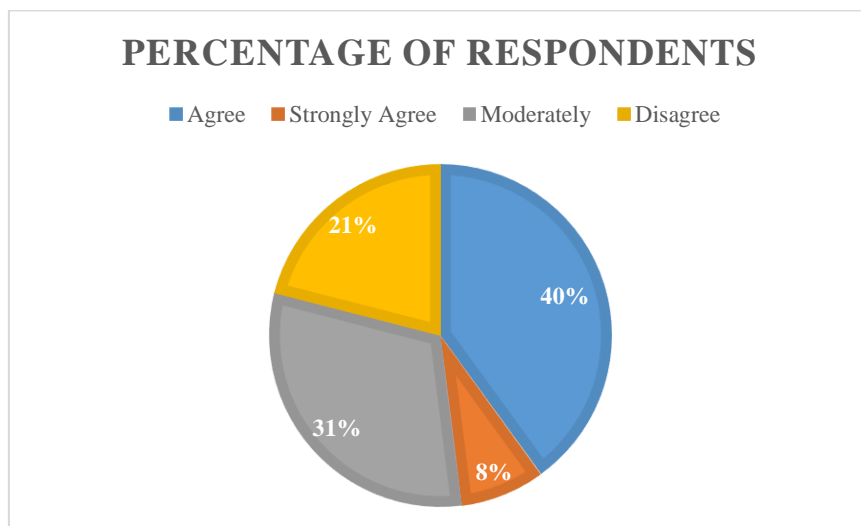
5. You would like to help your colleagues by professional assistance?

Options	Responses	Total Number of respondents	Percentage of respondents
Yes	53	75	71 %
No	22	75	29 %



6. Do you agree that corporate governance system oppressive for the employees?

Options	Responses	Total Number of respondents	Percentage of respondents
Agree	30	75	40 %
Strongly Agree	06	75	8 %
Moderately	23	75	31 %
Disagree	16	75	21 %



## 4.2. Qualitative Analysis:

Based on the answers of the interview of the manager of XYZ Company, now a days the employees are now demanding for more facilities but the productivity also increasing rapidly in comparison to the previous year's financial year results. The actually get the benefit in the context of gain competition and to retain their proficient employees for as long take after motivated them. As per his opinion motivated staffs can boost up the level of productivity.

### 4.2.1. Results or findings of the research work:

After doing the entire study it can be understood that the employee motivation is not only an emerging factors in today's world but also it has some importance over the past years as well. In today's world where we find multinational companies with great brand value, behind of that the employee motivation existed performed by those organization. The above-mentioned study would depicts the fact that, employees generally want to work in their workplace with motivation and loyalty therefore the negative question of survey paper have less respondents. Along with that the interviewers also said that they get the enhancement in both financial and nonfinancial sectors after taking the initiative to keep motivating their worker.

### 4.2.2. Limitation of the research works:

Conduction of research work is always accompanied by certain limitations that at certain point restrict the conduction of an in-depth evaluation of the concerned topic. However in concern to the research study on the impact of employee motivation on the work performance there were a few factors that developed as a limiting factor for the concerned researcher. With the execution of the study on the related topic the researchers could analyse that time and money were the two major factors that developed as a major challenge for the concerned researcher of the study. It was due to the limited time and small budget that restricted the researcher to lead the said research work to an upgraded version. In addition to this the ethical considerations were also another factor that enforced the researcher to limit the concerned research study. The researcher as had selected the secondary research method for the date collection process. Therefore this required authorization from the respective authorities which requires an ample of time. In addition to this the data collection and evaluation required a lump sum amount. This impelled the researcher to execute the research study within a stipulated budgetary cost. It was a challenging situation for the researcher to collect data from the secondary sources that could not be easily accessible without the respective authorization. Moreover it was difficult for the researcher to attain the access about the diversifying views of a range of other researchers and scholars about the influential impact of employee motivation on the work performance of a firm.

### 4.2.3. Recommendations

After the conduction of the specified research study it could be stated that it is pertinent for the employers of respective organizations to comprehend the significant importance of employee motivation and the level to which employee's commitment levels. Since, it is ultimately the employees of a firm that are responsible for the overall performance of an organization. The organization in the current scenario must undertake the initiatives that keep the employees of the firm, motivated so that they can deliver greater level commitment towards work. This would end up in increasing the work performance of not only the employees but also of the organization. Owing to the influential impact the motivation factor has on the employees the employers especially the human resource department of the organization must have an integrated approach towards nurturing the motivational levels of the employees. The employers of labor must know the diverse kind of strategies that could be used to influence their employee motivation standards to perform well on a job. In more precise terms the relevance of the motivational factors depends not only upon the fact that meets up the needs of the employees but also on the fact that of the organization as well. The firm needs to assess the factors that have the ability to motivate an employee. With this assessment the organization would be able to develop a workplace culture in which the major motivational drivers are present (Raza et al. 2017). With the development of this type of workplace environment the organization would be able to retain a workforce that is both efficient and motivated and would acts as a competitive advantage for the company in the market.

## VII. CONCLUSION:

As a conclusion it can be said that this paper will highlight over the shaded areas which need to be take into consideration by various organizations in order to enhance the business performance. In the phase of anti-globalization era, a company can be effective to fulfill the desire of the employees. Which can assist the human resource department to understand about the various factors associated with the motivation factors of the workers. Then after doing the entire study it can be concluded that in positive and affirmative way it is a fact that the motivated employees can bring the desirable success for the various business organization to reach over the targeted milestone in effortless manner. The importance of this paper can be understood when it can be a useful materials for the future researcher and for the academician as well. Moreover various business organizations can use this paper for strengthening their collaboration with employees.



**APPENDIX:**

Name:

Occupation:

1. How long you have been working in your present organization?

06 Months	01 Years	02 Years	02- 05 Years
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2. Are you happy to deliver your effort in your workplace?

3. If your employer is in crisis situation, will you take the initiative to help them out, before asked by them?

4. You like to be absent frequently for your work?

5. You would like to help your colleagues by professional assistance?

6. Do you agree that corporate governance system oppressive for the employees?

Agree	Strongly Agree	Moderately	Disagree
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Interview Questions

Name:

Company:

Designation:

1. What are the approximate numbers of employees in this organization?

2. Maximum time duration an employee exists in this establishment?

3. What kind of process do you adopt to keep motivating your employees?

4. Is the employee motivation works as a positive factor for your business performance?

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