

# IMPACT OF EMPLOYEES MOTIVATION ON ORGANIZATIONAL EFFECTIVENESS

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## ABSTRACT

The study seeks to determine the organisational performance and the corresponding effect of the identified motivational factors on workers' performance and overall productivity. When one thinks about it, the success of any facet of the business can almost be traced to motivated employees. The ability to attract, retain and develop talented employees is a key feature of a successful business.

People are an organisation's most valuable asset and this is especially true. Unlike physical assets, people have their own individual needs which must be met and habits which must be managed if they are contribute to organisational growth and development. They are individuals who bring their own perspectives, values and attributes to organisational life, and when managed effectively can bring considerable benefits to organisations.

**Key words:** Motivation, organisation-Valuable Asset, performance.

## INTRODUCTION

Every organisation and business wants to be successful and have desire to get constant progress. Human resource or employees of any organisation are the most central part so they need to be influenced and persuaded towards tasks fulfilment.

A very few organisations believe that the human personnel and employees of any organisation are its main assets which can lead them to successor if not focused well, to decline. Unless and until, the employees of any organisation are satisfied with it, are motivated for the tasks fulfilment and goals achievements and encouraged, none of the organisation can progress or achieve success.

The focus of this study is to enlighten that how an organisation through its employees can achieve success and effectiveness. The purpose of the study is to analyse the impact of employees' motivation on organisational effectiveness.

## STATEMENT OF THE PROBLEM

The problems of organisation and employee motivation have been the focus of intensive research effort in recent times. How well an organisation motivates its workers in order to achieve their mission and vision is of paramount concern. Employees in both public and private sector organisation are becoming increasingly aware that motivations increases productivity. From the foregoing, and looking at today's economic trend, it is evident that the peace of change in our business environment presents fresh challenges daily. Despite these, no research work has targeted to investigate the impact of employee motivation and organisational performance. To this

effect, this study attempts to analyse how motivational tools can be used by manufacturing firms for growth and development.

## REVIEW OF RELATED LITERATURE

- Motivation, according to **Bulkus & Green (2009)**, motivation is derived from the word “motivate”, means a move, push or influence to proceed for fulfilling a want.
- **Bartol and Martin (2008)** describe motivation as a power that strengthens behaviour, gives route to behaviour, and triggers the tendency to continue.
- In view of **Bedian (2003)**, it is an internal drives to satisfy an unsatisfied need and the will to accomplish.
- Also motivation is a progression of moving and supporting goal-directed behaviour (**Chowdhury, M.S, 2006**).
- It is an internal strength that drives individual to pull off personal organisational goals (**Reena et al, 2009**).
- Motivation is a set of courses concerned with a kid of strength that boost performance and directs towards accomplishing some definite targets (**Kalimulla et al, 2010**).

## OBJECTIVES OF STUDY

1. The general objective of the study is to investigate the place of motivation.
2. To examine the effect of employees’ motivation of employees on organisational performance.
3. To determine the factors that increase motivation of employees in an organisation.
4. To examine the relationship between employee motivation and organisational performance or firm growth.

## METHODOLOGY

For the purpose of the present study the data has been collected through. The secondary data has been collected from various publishing books, literatures, paper clippings, acts, laws, official and unofficial documents, reports, surveys and periodicals. For the purpose of the secondary source the researcher has visited various libraries and research institutes.

## CLASSIFICATION OF NEEDS AND EXPECTATION

The various needs and expectations at work can be categorised in two ways namely: Extrinsic and Intrinsic motivation.

### EXTRINSIC MOTIVATION

It is related to tangible rewards such as salary and fringe benefits, security, promotion, contract of service, the work environment and conditions of service. These are what need to be done to or for people to motivate them. They are often determined at the organisational level and may be largely outside the control the individual managers. Extrinsic motivators can have an immediate and powerful effect but will not necessarily last long (Mullins, 2005; Armstrong, 2006).

### INTRINSIC MOTIVATION

This is related to psychological rewards such as the opportunity to use one’s ability. A sense of challenge and achievement, receiving appreciation, positive recognition, and being treated in a caring and considerate manner. Psychological rewards are those that can usually be determined by the actions and

behaviour of the individual managers (Mullins, 2005). Intrinsic motivators are concerned with the quality of work life, are likely to have a deeper and longer-term effect because they are inherent in individuals and not imposed from outside (Armstrong, 2006)

### **How employee motivation affects employees' performance**

The extent in which employees are motivated in their work depends on how well those employees are able to produce in their job. Motivation is expected to have a positive effect on quality performance; employees who are characterised by a high level of motivation show a higher work and life satisfaction. Having a high level of motivation is therefore in itself valuable for employees and a decrease in motivation might affect employee's performance.

The motivation leads to high level of initiative and creativity from the employee and where monitoring is difficult, motivation is therefore extremely important for ensuring high quality performance.

### **RECOMMENDATIONS**

1. They should provide an atmosphere for the attainment of high productivity, which will in turn give employees a feeling of satisfaction.
2. Employees should be given the opportunity to contribute their ideas to the affairs of the organisation as this will boost their morale and consequently lead to higher productivity.
3. Management should make positive effort towards improving and maintaining effective communication system between the three levels of management (top, middle, low) and subordinates, so that workers will be acquitted of what is expected of them by the management.
4. Management should make efforts to improve salaries, working conditions, job security, job dissatisfaction and poor supervision to certain standard that will make employees feel happy about their job.
5. Managers should hold out the promise of reward once the objective is achieved, because behaviour, which is perceived to be rewarded, will tend to be repeated.
6. Employees should be given the opportunity to take part in training programmes to help them improve their skills and knowledge on the jobs.

### **CONCLUSION**

In light of the findings of the study, a hired staff should be given a job he has been trained for and is best suited for so that he can enjoy doing what he knows best. Subordinates are also well motivated when granted responsibility and some form of authority. Hard working, talented and ambitious staff members should be given room to develop their full potential.

Our findings also revealed that there is obvious difference between properly motivated workers and those who are not. This means that workers who are motivated have a sense of belonging, recognition and achievement. If employees are encouraged by motivation, they can strive to make sure that they identify with the organisation. Since they are highly motivated, they will perform their functions with all sense of responsibility, humility and efficiency.

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