



# A STUDY ON EXPLORING THE IMPACT OF POSITIVE WORKPLACE CULTURE ON EMPLOYEE MORALE AND PERFORMANCE OF TI CYCLES OF INDIA

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## ABSTRACT

The project titled "A Study on exploring the impact of positive work place culture on employee morale and performance." aims to investigate and analyze the extent of awareness among employees regarding leadership and management practices, growth and development opportunities, recognition and reward system, worklife balance initiative in TI Cycles Of India. This research project will employ both qualitative and quantitative research methods using statistical analysis to assess the employees knowledge regarding leadership and management practices, growth and development opportunities, recognition and reward system, worklife balance initiative . The findings of this study will not only provide valuable insights for TI Cycles Of India to enhance their policies to solve the issues faced regarding on leadership and management practices, growth and development opportunities, recognition and reward system, worklife balance initiative . Ultimately, this research endeavours to promote a more informed and equitable working environment for employees while fostering better compliance practices among organizations.

## INTRODUCTION

Employee morale and performance are cornerstones of any successful organization. A happy and motivated workforce is more likely to be productive, innovative, and deliver high-quality results. In recent years, there has been growing recognition of the significant role that positive workplace culture plays in driving these outcomes. This study aims to explore the impact of positive workplace culture on employee morale and performance. By understanding the specific ways in which a positive culture fosters a thriving workforce, organizations can make informed decisions to cultivate a work environment that empowers employees and drives success. By delving deeper into the connection between positive workplace culture, employee morale, and performance, this study aims to contribute valuable knowledge for building a more engaged and productive workforce.

## REVIEW OF LITERATURE

**Amelia Setyawatia & Irwan Mulyo Mayanto (2023)**, In order to develop and survive in the industrial world, inter-organizational cooperation is urgently needed which aims to provide positive work vibes. with a positive work atmosphere will have a good impact on work results, and psychologically provide morale to all employees. **Nurhayati Haris<sup>1</sup> , Jamaluddin<sup>2</sup> , Ernawaty Usman<sup>3</sup>(2023)**, The purpose of this study was to analyze the influence of employee work culture on employee performance, the effect of work motivation on performance and the effect of competence on employee performance in the Covid-19 post pandemic and digital era. **Navindu Harishchandra(2023)**, This study examines the impact of workplace environmental factors on employee performance, focusing on physical workspace design, freedom, and company culture. It aims to provide insights and recommendations to enhance work settings and elevate employee performance. **Krishna, S. N., Mohandas, A. E., & Krishna, M. B. (2022)**, Morale turns out to be a significant part in a company's success. But due to the outbreak of COVID- 19, morale has been affected. Employee morale gives an overview on the personality and job satisfaction of employees. When employees have a positive attitude towards work, it leads to better organizational performance, otherwise it leads to lower productivity. **Sajjad, M. Mukhtar, A., and Yaseen, N. (2022)**, This study examined a mediating moderation model for pandemic environment that has drastically affected the employee working morale and performance in contagious environment with the strengthening relation of transformational leadership. The study guided the practitioners by emphasizing that employees during infectious time experienced low working morale which can be reinforced through transformational leadership. **Suwandi\* & Tedy Setiawan(2022)**, This study aims to determine the effect of work morale, work discipline, and work environment on employee performance. The results showed that work morale, discipline and work environment had a positive and significant effect on employee performance. **A Hadi Arifin and Faisal Matriadi (2022)**, This study examines the mediating effect of job satisfaction about organizational culture and organizational commitment to employee performance. The effect of mediation is more leading than the direct effect. The findings of this study recommend to the leadership that employees should often attend education and training, build employee confidence in the organization, intensify employee supervision, determine clear working groups, divide the correct task details, organize promotion, improve work harmony situation, and build a team orientation pattern and encourage employee aggressiveness at work.

### OBJECTIVE OF THE STUDY

- To assess the leadership management and practices in the organisation.
- To assess about the growth and development opportunities in the organisation.
- To identify the awareness among the employees regarding growth and development opportunities provided.
- To assess the knowledge of employees based on rewards and recognition availing in the organisation.

## NEED OF THE STUDY

A well-designed study can provide quantifiable evidence of the link between positive culture, employee morale, and performance. Many studies have already shown a correlation between positive culture and positive outcomes. This research can delve deeper to explore the causal mechanisms at play. The study can explore specific cultural elements that have the strongest impact on employee morale and performance. This study can tailor its focus to a specific industry or type of organization, providing more actionable insights for those specific workplaces. A positive culture fosters a sense of belonging, purpose, and recognition, leading to happier and more engaged employees.

## SCOPE OF THE STUDY

Establish a clear definition of what constitutes a positive culture. This could include aspects like trust, respect, recognition, work-life balance, and opportunities for growth. Quantitative data from surveys can be analysed statistically to identify correlations between positive culture and employee morale/performance. Target a specific industry or type of organization for focused insights, or choose a broader sample to understand general trends. Consider including employees from different departments, age groups, and experience levels to capture diverse perspectives. Develop recommendations for organizations to cultivate a positive work environment.

## RESEARCH METHODOLOGY

The research design adopted in this study is Descriptive Research. Descriptive research is a research method describing the characteristics of the population or phenomenon studied. The primary data collection techniques used in this study is QUESTIONNAIRE METHOD. In this study the major questionnaire technique used is Close Ended Questions. The sampling method used in this study is PROBABILITY SAMPLING. Probability sampling is a sampling technique where a researcher selects a few criteria and chooses members of a population randomly. The sampling technique used in this study is Simple Random Sampling. The sample size for this study is determined using KREJICE AND MORGON TABLE. The sample size for this study is 200, which is derived from the population(N) of 400. The collected data has been analyzed by the following statistical tool:

1. Mann – Whitney U test
2. Correlation

## ANALYSIS AND INTERPRETATION

### MANN-WHITNEY U TEST

Hypothesis:

H0: There is no significant difference between the mean rank of male & female with respect to the variables leadership and management practices, growth and development opportunities, recognition and reward system, worklife balance initiatives.

H1: There is a significant difference between the mean rank of male & female with respect to the variables leadership and management practices, growth and development opportunities, recognition and reward system, worklife balance initiatives.

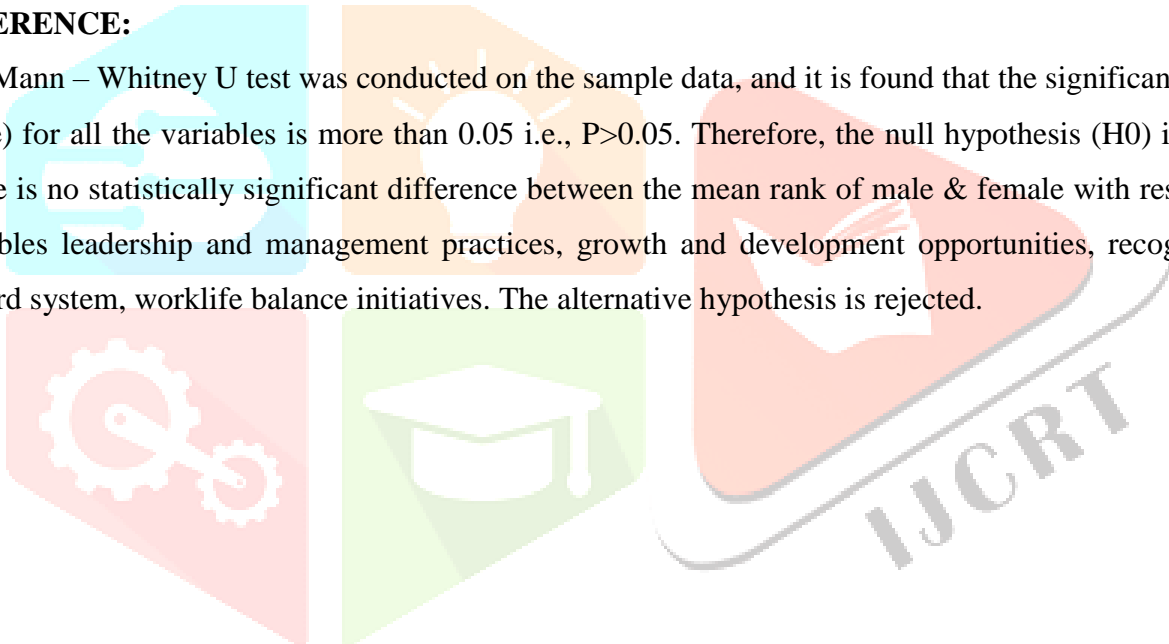
Test Statistics<sup>a</sup>

	Leadership And Management Practices	Growth and Development Opportunities	Recognition and Reward System	Worklife balance initiatives
Mann-Whitney U	4040.500	3762.000	3424.500	3424.500
Wilcoxon W	14336.500	14058.000	13720.500	13720.500
Z	-.095	-.851	-1.887	-1.887
Asymp. Sig. (2- tailed)	.924	.395	.059	.059

a. Grouping Variable: Gender

**INFERENCE:**

The Mann – Whitney U test was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e.,  $P > 0.05$ . Therefore, the null hypothesis ( $H_0$ ) is accepted. There is no statistically significant difference between the mean rank of male & female with respect to the variables leadership and management practices, growth and development opportunities, recognition and reward system, worklife balance initiatives. The alternative hypothesis is rejected.



**CORRELATION****Correlations**

	Leadership And Management Practices	Growth and Development Opportunities	Recognition and Reward System	Worklife balance initiatives
Spearman's rho Leadership And Management Practices Correlation Coefficient Sig. (2-tailed)	1.000	-.353**	-.377**	-.377**
N	200	200	200	200
Growth and Development Opportunities Correlation Coefficient Sig. (2-tailed)	-.353**	1.000	.402**	.402**
N	200	200	200	200
Recognition and Reward System Correlation Coefficient Sig. (2-tailed)	-.377**	.402**	1.000	1.000**
N	200	200	200	200
Worklife balance initiatives Correlation Coefficient Sig. (2-tailed)	-.377**	.402**	1.000**	1.000
N	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INFERENCE**

Since, the sample data follows non parametric test, spearman rank correlation is used. It is observed that the variables are positively correlated, since the correlation coefficient is more than 0.05. Therefore, null hypothesis is rejected. Alternative hypothesis is accepted.

**FINDINGS**

It was found that 28% of the respondents are between the age group of 35-44 years. It was found that 71.5% of the respondents are Male. It was found that 49% of the respondents are Under Graduates. It was found that 36.5% of the respondents have work experience 6-10 years.

It was found that 40.5% of respondents agree to make decisions and take ownership. It was found that 52% of respondents need Financial bonuses or incentives tied to performance. It was found that 79.5% of

respondents said yes to flexible work arrangements. It was found that 84.5% of respondents yes to healthy balance between work and personal life. The Mann – Whitney U test was conducted on the sample data, and it is found that the significance value for all the variables is more than 0.05 i.e.,  $P > 0.05$ . Therefore, the null hypothesis is accepted. There is no statistically significant difference between the mean rank of male & female with respect to the variables leadership and management practices, growth and development opportunities, recognition and reward system, work life balance initiatives. The Spearman Correlation was conducted on the sample data, and it is found that the significance value for all the variable is less than 0.05. The variables are positively correlated with each other.

### **SUGGESTION**

Organizations should prioritize leadership development programs aimed at cultivating managers who embody and promote a positive workplace culture. Encourage transparent and open communication channels throughout the organization. Establish platforms for feedback, suggestion, and dialogue where employees feel empowered to voice their opinions and concerns. Implement recognition and reward systems to acknowledge employees who exemplify the organization's values and contribute to a positive work environment. Take proactive measures to prioritize employee well-being by offering resources and support for mental, physical, and emotional health. This could include flexible work arrangements, access to wellness programs, and initiatives to promote work-life balance. Cultivate a shared sense of purpose and alignment with the organization's mission and values. Help employees understand how their work contributes to the broader goals and objectives of the company.

### **CONCLUSION**

In conclusion, the study on exploring the impact of positive workplace culture on employee morale and performance underscores the critical role that organizational culture plays in shaping employee attitudes and behaviours. The findings of this study demonstrate a strong correlation between a positive work environment and enhanced morale, as well as improved performance among employees. Firstly, a positive workplace culture fosters a sense of belonging and engagement among employees. When employees feel valued, supported, and appreciated, they are more likely to demonstrate higher levels of job satisfaction and commitment to their work. This sense of belonging creates a supportive environment where individuals are motivated to perform at their best. Secondly, a positive work culture promotes collaboration and teamwork. When employees trust and respect one another, they are more inclined to communicate openly, share ideas, and collaborate effectively. This leads to increased innovation, productivity, and overall performance within the organization. Furthermore, a positive workplace culture contributes to employee well-being. Organizations that prioritize employee well-being through initiatives such as flexible work arrangements, wellness programs, and recognition schemes demonstrate their commitment to the holistic development of their workforce. As a result, employees experience lower levels of stress and burnout, leading to higher morale and sustained performance over time. In conclusion, the findings of this study highlight the importance of cultivating a positive workplace culture as a strategic imperative for organizations seeking to enhance employee morale and performance. By fostering an environment characterized by trust, support, and



collaboration, organizations can empower their employees to thrive and achieve both individual and organizational success.

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