

## A STUDY ON EMPLOYEE MOTIVATION

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### ABSTRACT:

Employee motivation is the creativity, the energy levels, and the commitment that the employees bring to their job. Even though employees' motivation doesn't directly influence organization's growth, it is like a necessary pre-condition as a result of lack of motivation among the employees can have a harmful impact on their performance. Motivation plays an important role to meet the company's goals. In an Organization the motivated employees can lead to increased productivity and allow to achieve higher levels of output. Therefore, in today's world each organization tries to manage their human resource department to stay their employees motivated.

Keywords: Employee motivation, organization, productivity.

### INTRODUCTION:

According to Webster's New Collegiate Dictionary, a motive is a desire that causes a person to act. Motivate, in turn, suggests that "to provide with a motive," and motivation is defined as "the act or process of motivating." Thus, motivation is the act or process of providing a motive that causes someone to require some action. In most cases motivation comes from want that results in the behaviour that results in some variety of reward when the need is fulfilled. Motivation is the desire within an individual causing the person to act. People typically act for one reason: to succeed in their goal. Thus, motivation could be a goal directed drive, and it rarely occurs in a void. The words need, want, desire, and drive all are same as motive, from which the word motivation comes. Understanding motivation is very important as a result of

Performance, reaction to compensation, and other HR concerns are associated with motivation. Employee motivation features that motivation is an act of managers, a continuous process, can be positive or negative, goal oriented, complex in nature, system oriented and is different from job satisfaction.

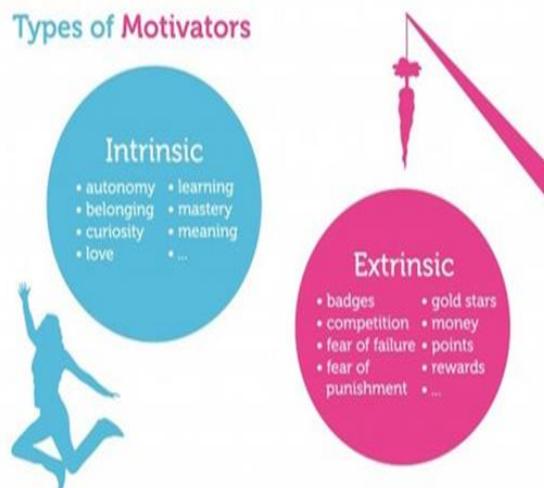
### DEFINITION:

Employee motivation is defined as the enthusiasm, energy level, commitment and the amount of creativity that an employee brings to the organization on a daily basis.

### TYPES OF EMPLOYEE MOTIVATION:

Employee motivation is all about how engaged an employee feels in tandem to the organization's goals and how empowered he/she feels. Motivation is of two types:

- Intrinsic motivation
- Extrinsic motivation



### INTRINSIC MOTIVATION:

Intrinsic motivation means that an individual is motivated from within. He/she has the desire to perform well at the workplace because the results are in accordance with his/her belief system.

### EXTRINSIC MOTIVATION:

Extrinsic motivation means an individual's motivation is stimulated by external factors-rewards and recognition. Some people may never be motivated internally and only external motivation would work with them to get the tasks done.

## IMPORTANCE OF EMPLOYEE MOTIVATION:

Motivation plays a very important factor in a human's life. Whether it is about improving ourselves or our organization's performance. Motivated employees don't need to be told how to get things done, they take initiatives, are eager to take up additional responsibilities, are innovative and go-getters.

Motivated employees ensure:

- There is a positive atmosphere within the organization
- Co-workers are happy and feel safe at work
- Make sure clients are happy
- They always achieve better results than their counterparts.

## REVIEW OF LITERATURE:

Golzadeh (2001) in a study on "Factors affecting employee motivation in organizations" states that human beings, whether in industrial or business organizations, are seen as one of the important factors for the attainment of the organizational goals.

Tamarack (2002), participants considered factors such as the feeling of success, recognition, responsibility, and getting promotion as important motivational factors while feeling guilty and threat were seen as negative factors.

## EMPLOYEE MOTIVATION METHODS:

There are as many various methods for motivating employees today as there are companies operating in the global business environment. Still, some methods are prevalent across all organizations striving to enhance employee motivation. The best employee motivation efforts will focus on what the employees seem to be important. It may be that employees within the same department of the constant organization will have totally different motivators. Several organizations today find that flexibility in job design and reward systems has resulted in employees increased longevity with the company, improved productivity, and better morale.



## EMPOWERMENT:

Empowerment mainly focuses on giving employee responsibility and decision making authority. This drives employee to work from within as they feel recognized within the organization. They try to achieve the target in time and try to impress the immediate boss so that authority may increase in future.

## CREATIVITY AND INNOVATION:

There are various companies which don't allow the employees to express their creative ideas. In this process, the employees feel ignored and become tired of doing the same work again and again. It decreases the efficiency level of the employees. So, a company should be versatile and permit the employees to precise their ideas towards the development of the organization.

## LEARNING:

Companies should conduct learning and training programmes time to time. Companies can motivate employees to achieve more by committing to perpetual enhancement of employee skills. In other words, if the body of the information gained can be applied to the work to be accomplished, then the acquisition of that knowledge will be a worthwhile event for the employee and employer.

## QUALITY OF LIFE:

Companies should see that the quality of life of an employee is not much affected by the working hours of the organization. Recently in United States, number of working hours increased and many employees left the organization because they were finding it difficult to manage their life beyond workplace. So, companies should see that the quality of life is improved and not affected.

## MONETARY INCENTIVE:

Monetary incentives still hold a major place in all type of motivators. Employees should be paid extra if they have worked more than the working hours and periodically increment should be made in the salary. This motivates the employee to a bigger extent and includes them to attain a lot of targets so that they can receive more incentives from the company side.

## EMPLOYEE MOTIVATION TECHNIQUES:

Increasing motivation in your workplace will facilitate to improve performance, raise morale and boost productivity. While different motivators work for different types of employees, there are several common techniques for obtaining workers excited and energized. If in doubt, ask employees what you can do to increase motivation.

## CREATE A POSITIVE WORK ENVIRONMENT:

Motivate employees by giving associate upbeat, positive work environment. Encourage teamwork

and idea-sharing, and make sure staffers have the tools and information to perform well. Be available when employees need you to be a sounding board or a dispute mediator. Eliminate conflict because it arises, and give employees freedom to work independently when appropriate.

**SET GOALS THAT ARE REASONABLE AND ACHIEVABLE:**

Help employees become self-motivated by helping to establish with professional goals and objectives. Not only does this give employees something to try for, however your business benefits when goals are tied to company contributions. Make sure goals are affordable and achievable so employees don't get discouraged. Offer encouragement when workers hit notable milestones.

**INCREASE MOTIVATION BY PROVIDING INCENTIVES:**

Increase motivation by providing incentives to work toward. You can create individual incentives for each employee or team incentives to encourage employees as a team. Financial incentives can include cash prizes, gift cards or restaurant gift certificates. Nonfinancial incentives can include extra vacation days, compressed work weeks or choice office space or parking spots.

**RECOGNIZE ACHIEVEMENTS AND ACCOMPLISHMENTS:**

Celebrate employee achievements through employee-of-the-month or star entertainer awards. Make a big deal out of accomplishments by celebrating at employee conferences. Print certificates or engrave plaques, issue a press release or post a notice on your company website. Recognize team accomplishments as well as individual efforts.

**SHARE PROFITS TO IMPROVE PERFORMANCE:**

Motivate employees with the incentive of a profit-sharing program. In this means, employees increase earnings while helping the business income rise. This approach simultaneously promotes collective goal-setting and teamwork. It additionally provides employees a sense of pride in ownership and can improve performance and reduce turnover as well as raise morale.

**SOLICIT EMPLOYEE INPUT:**

Regularly survey employee satisfaction. You can conduct anonymous polls or hire an independent party to conduct a proper focus cluster. This will help you catch potential morale breakers before they get out of hand. Soliciting employee input also

shows staffers that you care concerning opinions of workers and need to repeatedly improve working conditions.

**PROVIDE PROFESSIONAL ENRICHMENT:**

Encourage employees to pursue further education or participate in industry organizations. Provide tuition reimbursement or send employees to skills workshops and seminars. If an employee is driven to an upward career path, offer mentoring and job shadowing opportunities. Promote from within whenever possible and create opportunities to help employees develop from a professional standpoint.

**FINDINGS:**

1. By this study we find that by empowerment the employee is motivated and feels responsible in obtaining the organizational goals.
2. In this study we notice that motivating the employees in being creative leads to new innovations in organization.
3. By this study we understand that the employees are motivated by giving a better quality of work life.
4. In this study we also observe that rewards play a crucial role in motivating the employees.

**SUGGESTIONS:**

1. In this study I can suggest that the positive atmosphere in the organization will motivate the employee in all the fields.
2. The organizations must try to support, encourage the new ideas of the employees and sometimes they must implement the new ideas.

**CONCLUSION:**

A motivated employee is a valuable asset, who can deliver immense value to the organization in maintaining and strengthening the business and revenue growth. This paper concludes that the employee motivation is important to obtain organizational success. If they're not driven properly, a management cannot achieve their organizational goal easily and effectively.

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