TOPIC OF THE RESEARCH

A Study on Impact of Employee Motivation on organization development in Industry

Introduction:

The research work entitled A Study on Impact of Employee Motivation on organization development in Pune based selected Industry. The basic intention behind research is to identify factors which will motivate employees and how it will be helpful for organizational Development in Pune based selected industry.

Motivation is act or an instance of motivating or something that inspire to a human being. The definition of motivation is to give reason, incentive, enthusiasm, or interest that causes a specific action or certain behavior. Motivation is present in every life function. Simple acts such as eating are motivated by hunger. Education is motivated by desire for knowledge. Motivators can be anything from reward to forcefulness.

Management's basic job is effective utilization of human resources for achievements of organizational objectives. The personnel management is concerned with organizing human resources in such a way to get maximum output to enterprise and to develop talent of people at work to fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. In addition to this, the strong needs in a direction that is satisfying to the latent needs in
employees and harness them in a manner that would be functional for the organization.

Purpose of study -

The study is intended to evaluate motivation of employees in the organization. An effective motivational program should have to make to achieve goals of organization. Motivation has variety of effects. These effects may be seen in the context of an individual’s physical and mental health, productivity, absenteeism, employee attrition rate. Motivated employee worked with fully concentration and gives good productivity to the organization also motivation helps for employee’s physical and mental fitness. Employee delight has to be managed in more than one way. This helps in retaining and developing the true believers.

Also the changing in wider aspect of professional organization which create need to develop Competent Workforces for accomplishment of future need of organization. Now days because of Liberalization, Privatization and Globalization every organization is facing problems for global competition. Employee motivation helps for retain competent workforce for future organization need.

Achievement, advancement, recognition, growth, responsibility, and job nature are internal motivators. The Salary, benefits, working conditions, supervision, policy, safety, security, affiliation, and relationships are all externally motivated needs. The organization should have to develop affection within employee towards management for better perspective. When
satisfaction is not found, the person may be less productive and eventually quits.

Motivated and satisfied employees can effectively contribute to the growth of organization as taking ownership by developing organizational leadership.

There is essential to understanding what motivated employees and how they can motivate

Importance of the topic-

Now a days the change in need of business its becomes necessity for management to keep highly motivated and competent workforces. Motive and energetic workforces can help to organization to accomplish the vision and mission of the future oriented organization.

On today’s dog eat dog competition the management have to think Human as a biggest assets that the every organization having it with them. Employees have to work as think tank for the growth of organization in this situation the management shall have to keep employee satisfied and have to accomplish day to day need of organization. Management’s basic job is to effective utilization of human resources for achievements of organizational objectives. Managing people in organization is an important activity under Human Resource Management. Sims (2002:2) defines HRM as “the Philosophy, policies, procedures, and practices related to the management of an organization’s employees”. HRM is essentially concerned with all the activities that contribute to successfully attracting, developing, Motivating, and maintaining a high-performing workforce that result in organizational success. Inyang (2001:8)
considers HRM as "a set of organization-wide and people-oriented functions or activities deliberately designed to influence the effectiveness of employees in the organization". The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop talent of people at work to fullest satisfaction. Motivation implies that one person. Motivated employees are needed in our rapidly changing workplaces.

Motivated employees help organizations survive. Motivated employees are more productive. To be effective, managers need to understand what motivates employees within the context of the roles they perform.

1. In changing needs of the business expectation of management from employee has been increased day to day. It's essential to keep competent workforces with management to accomplish the needs of global business. If any organization fails in it which might be caused wastage of Human Assets along with Money and time.

2. The motivation deals with individual to individual, it is the way we motivate with people a common place that we see the need to apply motivation, is in the work place. In the work force, we can see motivation play a key role in leadership success. A person unable to grasp motivation and apply it will may not become or stay a leader.

3. Motivation plays major role in nearly everything we do. Without motivation, we would simply not care about outcomes, means, accomplishment, education, success, failure, employment, etc. Then, what would be the point.
4. Keeping employees motivation this is not one time task this is continual improvement job for Human resource department, the ways of keeping them continues motivate is like different type of rewards, awards, family get together, compensation, job security, picnic, sports, small group activities like, 5's, safety, works committee, suggestion scheme, kaizen team, festival/birthday celebrations etc.

5. Highly motivated employees enjoy their jobs and demonstrate high levels of productivity. Motivation to high performance depends on a combination of personal, management and organizationally based cultural influences.

6. In this study work I am going to identify how motivation is essential in organization development along with the practical implementation.