

A STUDY ON NEED FOR EMPLOYEE MOTIVATION TO ENHANCE PERFORMANCE WITH SPECIAL REFERENCE TO AIRTEL

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Abstract

Most employees should be prodded to like their jobs and perform in a perfect world. Some workers are cash propelled while others feel recognition personally animating. Motivation levels inside the workplace specifically influence employee efficiency. Supervisors need to become more familiar with their employees amazingly well and use unmistakable procedures to goad each one of them in perspective of their personal needs and needs. Workers who are moved and amped up for their jobs complete their obligations to the best of their ability and age numbers augment accordingly. This paper tries to emphasis on the essentialness of motivation in the workplace to upgrade the employee execution and productivity. This paper manages the Employees motivation special reference to Airtel. The essential point of convergence of this paper is to recognize the motivational factors got by employees, recognize which motivational factor rouses the employees the most and to discover which financial and non-financial incentives move the employees the most. For the examination convenient testing was used. Coordinate overview and ranking strategy was used for the examination. It was discovered that larger piece of the employees are content with both financial and non-financial incentives. The most motivational factor in financial incentives is salaries and wages and non-financial spark is entomb personal relationship.

Keywords : *Employees, motivation, financial incentives, non-financial incentives, motivational factors.*

1. Introduction

The word 'Human Resource' might be characterized as the aggregate information, skills, imaginative abilities and aptitudes of an organization's workforce and in addition the qualities, states of mind, methodologies and convictions of the people associated with the issues of the organization. It is the entirety or total of innate abilities, procure information and skills spoke to by the gifts and aptitudes of the people utilized in an organization.

The essential job of management of any organization is the viable use of accessible human, technological, financial, and physical resources for the accomplishment of business objectives. On the off chance that the human resources are not appropriately propelled, the management won't have the capacity to accomplish the coordinated outcomes. Accordingly, human resources ought to be dealt with most extreme care to motivate, encourage, and induce them to contribute their greatest for the accomplishment of the organizational objectives. Most employees expect motivation to like their jobs and perform in a perfect world. A couple of employees are money pushed while others discover recognition and rewards personally prodding. Motivation levels inside the working environment directly affect employee profitability. Workers who are persuaded and amped up for their jobs do their duties to the best of their capacity and generation numbers increment accordingly. A motivator is an inspiring impact that is intended to drive conduct and rouse employees to be deliver quality work. Businesses utilize a few sorts of incentives to build generation numbers. Employee incentives come in an assortment of structures including paid time off, bonuses, money and travel advantages. Incentives drive employee since they offer workers more to try than a regular paycheck. Various employees require recognition from their administrators to convey their best work. Recognition structures recognize employees who play out their jobs well. Recognizing a job well done impacts employees to sit back and relax and motivates them to do extraordinary things. Managers recognize workers by following advancement and giving criticism about how they have enhanced after some time. Open recognition is additionally a persuading factor that drives specialist efficiency.

Along these lines, employee motivation is one of the real issues looked by each organization. A manager needs to make proper utilization of motivation to enthuse the employees to tail them. The main focus of this paper is to identify the motivational factors

adopted by Airtel, identify which motivational factor motivates the employees the most and to find out which financial and non-financial incentives motivate the employees the most.

2. Literature Review

According to (Smith and Rupp), Performance is the result of motivation; organizational system, and structure, is an essential part relating motivation of the employees in the organization. (Luthans and Stajkovic), notices that progressions in human resources through prizes, money related incentives, and organizational conduct alteration has produced a substantial volume of level headed discussion in the human resource and deals execution field. (Orpen), says that better the relationship amongst guides and mentees in the formal coaching program, the more mentees are propelled to buckle down and committed to their organization. According to (Malina and Selto), foundation of activities based targets will help the arrangement of key criticism by permitting the assessment of real execution against the tasks based targets. (Chenhall), says that objective coordinated conduct and vital input are relied upon to improve organizational execution. (Kunz and Pfaff) expressed no substantive motivation to fear an undermining impact of extrinsic rewards on intrinsic motivation. (Decoene and Bruggeman), notices that pioneers inspire individuals to take after a participative outline of work in which they are dependable and take care of business, which make them in charge of their execution. (Aguinis et al.), expressed that money related prizes can be a capable determinant of employee motivation and accomplishment which, thusly, can progress to critical returns as far as firm-level execution. (Garg and Rastogi) recognized the key issues of job configuration research and practice to rouse employees' execution and concluded that a dynamic administrative learning structure is required to improve employees' execution to address worldwide difficulties. (Vuori and Okkonen) expressed that motivation shares information through an intra-organizational online networking stage which can assist the organization with reaching its goals and objectives. (Verburg et al.) discovered the impact of high performing work systems, moreover called human resource sharpens. (Ashmos and Duchon) recognizes that employees have both a psyche and a soul and try to discover significance and reason in their work, and a goal to be a piece of a community, thus making their jobs advantageous and propelling them to do at an abnormal state with a view to personal and social advancement. According to (Ibrar and Khan), management

use rewards for motivating their employees. (Azzone and Palermo), mentions that the organization which provide financial and non- financial incentives will gain more performance as the results of employee satisfaction. (Wang et al.) stated that productivity is directly proportional to the reward system, as the rewards motivate the employees.

3. Aim of the study

1. To know importance of motivation for employees.
2. To measure motivation techniques adopted by Airtel

4. Hypothesis

Null Hypothesis (H₀): There is no impact of motivation of employees on improving the performance.

Alternate Hypothesis (H_a): There is an impact of motivation of employees on improving the performance.

5. Material and Methods

The present study deals with analytical research and descriptive study. Data for this research is collected from primary and secondary sources. Data collection methods are

- Interview
- Books and articles
- Magazines
- Journals.

6. Observation

6.1. Importance of Employee Motivation

This study on employee motivation has massive scope, as the employees are the dynamic resources of an industry, which can revamp destiny of the organization. Motivation is a critical

factor that encourages individual to give their best execution and help in achieving venture goals. Consequently, the present study on employee motivation gets clear picture about the factors that inspires the employees. Accordingly, thus encourages the management to detail reasonable arrangement to propel the employees.

6.2. Employee Motivation Increases Performance

Managers need to discover innovative manners by which to consistently keep their employees persuaded however much as could reasonably be expected. Motivation is exceptionally critical for each company because of the benefits that it's ready to bring. Such benefits include:

6.2.1. Human Capital Management

A company can accomplish its maximum capacity just by making utilization of all the Stability of the personnel is highly important from a business point of view. The staff will stay loyal to the enterprise only they meet a sense of participation within the management side. The abilities and potency of staff can be used in their own advantage, but also in the benefit of the company. This may cause an honest public image within the market which can attract competent and qualified individuals into the business. financial, physical, and human resources that it has. It is through these resources that the employees get propelled to accomplish their obligations. Thusly, the endeavor starts to shimmer as everybody is doing their best to satisfy their undertakings.

6.2.2. Meet Personal Goals and Help an Employee Stay Motivated

Motivation can encourage a laborer achieving his/her personal goals, and can encourage the self development of a person. Once that laborer meets some underlying goals, they understand the unmistakable connection amongst exertion and results, which will additionally propel them to continue at an abnormal state.

6.2.3. Greater Employee Satisfaction

Laborer satisfaction is vital for each company, as this one factor can lead towards advance or relapse. Without a motivation design, employees won't fill prepared to satisfy their objectives. In this manner, managers should try to enable them through advancement

opportunities, fiscal and non-money related prizes, or disincentives in the event of wasteful employees.

6.2.4. Raising Employee Efficiency

An employee's efficiency level isn't entirely identified with his abilities and capabilities. Keeping in mind the end goal to get the absolute best outcomes, an employee needs an ideal harmony amongst capacity and readiness. Such adjust can prompt an expansion of profitability, bring down operational costs, and a general change in efficiency, and can be accomplished just through motivation.

6.2.5. A Higher Chance of Meeting the Company's Goals

Any venture has its goals, which can be accomplished just when the accompanying factors are met:

- There is an appropriate resource management
- The workplace is a cooperative one
- All employees are coordinated by their objectives
- Goals can be come to if cooperation and coordination are satisfied without a moment's delay through motivation

6.2.6. Better Team Harmony

A legitimate workplace concentrated on cooperative relationships is very vital for an organization's prosperity. Not just that it can bring stability and profits, yet employees will likewise adjust all the more effectively to changes, certainty which is at last in the company's advantage.

6.2.7. Workforce Stability

Stability of the faculty is profoundly critical from a business perspective. The staff will remain faithful to the venture just they meet a feeling of interest inside the management side. The abilities and intensity of staff can be utilized as their very own part favorable position, yet additionally in the advantage of the company. This may cause a legit open picture inside the market which can draw in competent and qualified people into the business.

6.3. Extrinsic and Intrinsic Motivation

There are numerous systems, models, and hypotheses that emphasize on employee motivation. A couple of the most common are immediately outlined underneath. While they are each in view of good research and have some level of general relevance, none are the outright convention on motivation. Indeed, few motivation concepts are all inclusive. Be that as it may, one thought that is recognized by all structures that address motivation is that there are extrinsic and intrinsic motivational factors.

6.3.1. Extrinsic Motivation

Extrinsic motivation will be motivation that comes from things or factors that are outside the person. For instance being roused to buckle down at the workplace since you are searching for an advancement is a sort of extrinsic motivation. Social recognition, cash, acclaim, competition or material accomplishments are for the most part cases of extrinsic motivation.

6.3.2. Intrinsic Motivation

Intrinsic motivation will be motivation that comes from inside. It comes from the personal happiness and instructive accomplishment that we get from doing that specific thing. For instance for individuals who adore music, their motivation to hone the instrument, go to classes and so forth, is intrinsic motivation. Intrinsic motivation is significant in the present workplace. Research demonstrates that it is a key factor in execution and development. At a personal level, intrinsic motivation makes your work satisfying. It's a noteworthy explanation behind choosing to remain on a job. It helps hold your feeling of anxiety down.

7. Findings

Techniques of Employee Motivation

Job enlargement, job enrichment and job rotation are the techniques of Employee Motivation;

1. Job Enlargement: Job enlargement includes extending the job of an employee that makes them accomplish more work of a comparative sort to what they as of now do. This might enable them to complete the entire errand rather than simply part of it, for instance,

bundling the items and in addition fabricating them. This procedure preferably expels the weariness out of the job by taking out the tedium out of errands and enabling them to complete the entire procedure, additionally expanding their obligation.

2. Job Enrichment: Job enrichment is an endeavor to give workers more control over their undertakings and greater duty regarding plan, execution, and yield. The specialist expect a portion of the capacities beforehand completed by his or her prompt administrator or by other staff.

3. Job Rotation: Job rotation is a training whereby every employee takes in a few tasks in assembling process and pivots through each in a set period. Job rotation has critical ramifications for firm learning. On one hand, when employees pivot, the firm gets data about the nature of different jobs - employee matches. Then again, without rotation, the firm gets just immediate data around one match, yet the data it gets about this one match is extremely solid.

8. Results and Discussion

8.1. Financial Incentives Motivating Employees

Financial incentives motivating the employees are given below: -

- ❖ Salaries and wages
- ❖ Bonus
- ❖ Medical benefits
- ❖ Insurance
- ❖ Housing facility
- ❖ Retirement benefits

The following table is the table showing the financial incentives motivating the employees. It shows the different rates given by the respondents to different factors. The respondents were requested to vote the various non-financial incentives in order to rank them.

Financial Incentives	No. of Respondents	Ranking
Salaries and wages	48	I
Bonus	0	IV
Medical benefits	16	V
Insurance	23	VI
Housing facility	38	III
Retirement benefits	46	II

Table 1: Financial incentives motivating employees

From the above table it is evident that Salaries and wages are the most motivating financial factor, followed by retirement benefits, housing facilities, bonuses, medical benefits and lastly insurance. Therefore, these financial incentives can be concluded as the motivating factors based on the result of the above mentioned table.

8.2. Non-Financial Incentives Motivating Employees

Non- Financial incentives motivating the employees are given below:-

- Job security exists in the organization
- Good relationship with co-workers
- Workers participation in management
- Effective promotional opportunities
- Safety measures adopted by Airtel
- Organization recognizes and acknowledge your work

The following table is the table showing the financial incentives motivating the employees. It shows the different rates given by the respondents to different factors. The respondents were requested to vote the various non-financial incentives in order to rank them.

Non-Financial Incentives	No. of Respondents	Ranking
Job security	30	IV
Relationship with workers	60	I
Workers participation	14	VI
Promotional opportunities	13	V
Safety measures adopted	30	III
Recognition	47	II

Table 2: Non- Financial incentives motivating employees

From the above table it is evident that Relationship with workers is the most motivating non-financial factor, followed by Recognition, Safety measures adopted, Job security, Promotional opportunities and lastly Workers participation. Therefore, these non-financial incentives can be concluded as the motivating factors based on the result of the above mentioned.

8.3. Factors Motivating Employees

The factors motivating the employees are given below:-

- Increase in Salary
- Promotion
- Recognition
- Work environment
- Leave
- Training

The following table is the table showing the incentives motivating the employees. It shows the different ranks given by the respondents to different factors. The total number of ranks given to each factor should be multiplied with weights assigned in order to get the total weightage.

Factors	No. of Respondents	Ranking
Salary	23	V
Promotion	38	III
Recognition	43	II
Work Environment	56	I
Leave	27	VI
Training	24	IV

Table 3: Factors motivating employees in general

From the above table, it can be seen that working environment is the most important and deciding criteria as motivation for an employee. Employees no longer care only about their salary. Employees ranked the recognition for their work done as the second most important criteria. For the third position, they ranked scope of further promotions in the future. Adequate training given to the employee is ranked fourth, salary given is in the fifth rank and finally number of paid leaves granted is ranked sixth.

8.4. Factors Motivating Employees in General

Incentives and Rewards	No. of Respondents	Percentage (%)
Financial	12	20
Non-Financial	22	27
Financial and Non-Financial	26	43
Total	60	100

Table 4: Factors motivating employees in general

It reveals that 43 % of the respondents are motivated by both financial and non-financial incentives provided by Airtel, 27% of the respondents are motivated by non-financial incentives and 20% of the respondents are motivated by financial incentives provided by Airtel.

9. Suggestion

- Airtel ought to give bonus to the employees when there is an expansion in profit and management of Airtel ought to take part their employees in taking administrative choices.
- The workforce will be better roused if the management tries great motivational techniques in the organizations for their employees.

Apart from the above suggestions, the company must ensure that,

- To radiate a Positive Attitude.
- Get to Know Your Direct Reports on a Human Level.
- Share Your Passion With Your Team.
- Make Learning a Priority.

10. Conclusion

The motivated employees are the benefits of an organization. On the off chance that they are not motivated legitimately, a management can't accomplish their organizational objective effortlessly and adequately. The investigation uncovered that workplace is the most motivational factor rousing the employees and a large portion of the employees are motivated by both financial and non-financial incentives. In financial motivator salaries and wages is the most motivational factor and in non-financial impetus is relationship with co-workers. At the point when viewed the first run through, the connection between employee motivation and performance is by all accounts very self-evident. That is on account of each time when we consider an assignment to be essential and significant to us, we act with an abnormal state of devotion and eagerness to its completion. Be that as it may, the relationship between these two things is in actuality significantly more complex. In view of that, administrators need to discover imaginative manners by which to consistently keep their employees spurred however much as could be expected. Motivating the employees is imperative to a business. Motivated employee implies an exceptionally profitable staff, all of which will enable you to accomplish your business objectives. What's more, this ought to be a principle objective in your organizational and market strategy. Motivation is vital for each company to enhance the employee performance and profitability of the organization.

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