

Ph.D. Research Proposal

Doctoral Program in Information Science and Technology

HUMAN RESOURCE

**A Study Of Job Satisfaction & Motivation Of
Employees And Its Effect On Economic Growth Of
Colleges In Tirunelveli District With Reference To
Two Factor Theory**

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Abstract

Job satisfaction refers to one's feelings towards one's job. If the employees expectations are fulfilled (or) the employees get higher than what he / she feels satisfied. If the job satisfaction increases organization commitment will increased. This results in the higher productivity. The main objectives of this paper are to assess the job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction of employees. In this study, 125 no's of respondents have been taken as sample. Percentage analysis, weighted average, chi-square have been incorporated for research analysis. The study helped in revealing the level of satisfaction of employees with reference to the various factors provided in the organization. This study clearly shows that employees under organization are more or less satisfied with the job. The organization should consider on the salary, relationship of employees and supervisors, grievance handling and give more opportunity for the new employees.

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Chapter 1

Introduction

According to Nancy C. Morse (1997) "Satisfaction refers to the level of fulfillment of one's needs, wants and desire. Satisfaction depends basically upon what an individual wants from the world, and what he gets." Employee satisfaction is a measure of how happy workers are with their job and working environment. It is sure that there may be many factors affecting the organizational effectiveness and one of them is the employee satisfaction. Effective organizations should have a culture that encourages the employee satisfaction, Bhatti & Qureshi, (2007) Employees are more loyal and productive when they are satisfied Hunter & Tietyen, (1997), and these satisfied employees affect the customer satisfaction and organizational productivity, Potterfield, (1999). There is no limit for the employees to reach the full satisfaction and it may vary from employee to employee. Sometimes they need to change their behaviors in order to execute their duties more effectively to gain greater job satisfaction, Miller, (2006). Having good relationships with the colleagues, high salary, good working conditions, training and education opportunities, career developments or any other benefits may be related with the increasing of employee satisfaction „Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place." Susan M. Heath field (About.Com). Cranny, Smith & stone (1992) defined ES as the combination of affective reactions to the differential perceptions of what he/she wants to receive compared with he/she actually receives. According to Moyes, Shao & Newsome (2008) the employee satisfaction may be described as how pleased an employee is with his or her position of employment. As Spector (1997) defined job satisfaction as all the feelings that a given individual has about his/her job and its various aspects. Employee satisfaction is a comprehensive term that comprises job satisfaction of employees and their satisfaction overall with companies' policies, company environment etc..

Chapter 2

Research Objectives and Approach

- To make a comparative analysis of various variables responsible for the economic growth of colleges.
- To identify the new elements of job satisfaction contributing to economic growth of colleges.

- To empirically analyze the impact of motivational factors as given by Herzberg on Job satisfaction of college employees.
- To empirically analyze the impact of hygiene factors as given by Herzberg on Job satisfaction of college employees.

Chapter 3

DATA ANALYSIS AND DATA ANALYSIS AND INTERPRETATION

The process which helps to determine the sense and meaning of the collected data and could be applied to the client's problem is termed as data analysis. This data becomes the records for group discussions, interviews, publications, reference material etc. After regular reference of the data and by exploring it again and again, patterns and insights significant to the research are sorted out to address the problem under study. Obtainable usable and useful information is the main aim of analyzing the collected data. Irrespective of the qualitative or quantitative nature of the data, the analysis helps in describing and summarizing the data, establishes relationships among variables, compare them, and understands the differences among variables and to predict the future outcomes Data is being analyzed using statistical software SPSS and Ms Excel.

Statistical technique used for data analysis was Correlation and Annova.

Chapter 4

Conclusions

Rural area and urban area are two geographical regions that are characterized with many differences, like the economic factor, career opportunities, standard of living, cost of living, beliefs and assumptions, mindsets, motivation and satisfaction level. In today's time rural areas are also on the way of development. But still a lot of migration still happen from rural to urban due to factors like better standard of living, better scope for earnings, better working conditions at workplace, better remuneration, better exposure for developmental activities etc.

Job satisfaction and motivation level of employees is affected by a number of factors. Job satisfaction could be a signal of how employees feel about their job which is reflected in their work conduct. It is extremely important for any employee to have an elevated level of satisfaction in his/her job because a satisfied employee in any organization impacts its growth and is an important factor in determining the profit levels of the organization The main reason to undertake this study was to study the impact of motivational and hygiene factors on the satisfaction level of employees working in two differently developed geographically areas. Also to understand the effect of employee satisfaction and motivation on the growth of the colleges

was an important aim of the researcher. Growth of the college in terms of increase in the number of admissions, number of courses offered, number of qualified faculties, number of branches and fees structure. Ordinarily it is concurred that job satisfaction includes the disposition of feelings and emotions something like a job, and how these state of mind, feelings and affections affect the job and the individual's life. There are many meanings attached to the term job satisfaction. Keeping this in mind many researchers have proposed different hypotheses of job satisfaction. These hypotheses have been created, then either backed or denied or opposed by others in the field of work cause and behavioral exploration. Satisfaction is a mental variable. It can't be seen and can't be quantified. But its statement in human brain is reasonable..

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