

Impact of Employee Morale on Organizational Success



Arvind Mallik, Lakshmi Mallik, Keerthi DS

Abstract- *Morale Is An Employee's Attitude Toward His Or Her Job, Employer, And Colleagues. Employee Morale As The Psychological State With Respect To Satisfaction, Confidence And Resolve; The Attitude Of An Individual Or Group Of Employees, Resulting In Courage, Devotion And Discipline; Level Of Fulfillment One Has With Intrinsic Work Aspects, Such As Variety And Challenge, Feedback And Learning. Morale Is Essentially An In General Attitude Of An Individual Or Group Towards All Aspects Of Their Work Like The Company, The Job, The Supervisors, Fellow Workers, Working Conditions To Which They Must Take Pride And Devote Towards Their Effective Time In Business Methodology Used For This Is Study Is Descriptive In Nature And Structured Questionnaire Was Used Which Has Been Distributed To 100 Employees, Convenience Sampling Method Was Used To Survey The Employee Morale. The Result From The Study Explains That The Morale Is The Psychological Factor Which Results In Positive Behavior Of The Employees And The Positive Behavior Results Effective Performance, To Drive Their Organizations To Peak Performance Managers And Supervisors Must Put Out Front The Human Face Of Their Organization.*

Keywords- *Attitude, DHF, Employee, Engagement, Morale, Organisation,*

I. INTRODUCTION

The present universe of competitiveness each business needs his/her representative ought to procure possess compensation in which his/her work would be valued and makes them having a place. Employee's dedication emerges from once Morale goes about as critical enthusiastic perspective of a man whose efficiency improvement is straightforwardly identified with the resolve of the workers which can be either being sure or negative contingent upon their feelings, state of mind and viewpoint towards once organization. Since workers having positive spirit results in a superior execution, uncover low rate of truancy, and high efficiency and have a tendency to act in a reliable way, that is the principle motivation behind why each association is endeavoring to keep up positive confidence among its representatives.

Employee's connecting with themselves in a negative confidence have a tendency to carry on and act contrarily which hampers hierarchical adequacy and its is apparent that its solitary representatives with being sure at work and life will results in higher profitability.

II MEANING OF MORALE

Morale may be defined as an intangible concept that refers to how positive and supportive a group feels toward the organization to which it belongs and the special feelings members of the group share with others, such as trust, self-worth, purpose, pride in one's achievement, and faith in the leadership and organizational success. Few more defines employee morale as the general level of confidence or optimism experienced by a person or a group of people, especially if it affects discipline and willingness. Also, morale is more influenced from the top down (that is by leadership) than from the bottom up. High or low morale is not just made up of a single factor; it is a combination of related factors.

- A. **Meaning of Employee Morale-**In human resources, Employee Morale is defined as the job satisfaction, outlook, feelings of well-being an employee which reflects his/her attitude, satisfaction during their time in a workplace environment. The employees who are dissatisfied and negative about their workplace environment are said to be low employee morale.
- B. **Importance of Employee Morale-**In the present aggressive condition, each association regards clients as center point to deliver and make more an incentive as being Employees being client driven anytime of time in any association, teaching resolve will be a pivotal and remains an essential piece of hierarchical atmosphere. it is critical for any association to wind up progress when it will mirror the mentalities and accentuations positive assumptions of authoritative individuals towards the association targets and its arrangements. These dispositions and feelings to a great extent influence efficiency and fulfillment of people.

Factors affecting employee morale-

Keeping up the confidence and articulating among its employee is vital for any association. An association encountering high assurance additionally profits by less work hours lost to unscheduled days off and higher profitability from employees being happy with their organization. Low resolve can bring about extra costs; Representative assurance is an extremely complex wonder and is impacted by many elements on the shop floor. The components are -

1. Association of Objectives - Employees are profoundly energetic when their work commitment is high and meet their individual objectives and targets are tuned in to organizational effectiveness.

Manuscript published on November 30, 2019.

* Correspondence Author

Dr(Hc).D.M.Arvind Mallik*, PESITM, Shivamogga-.Karnataka India, Email-aravind.mallik@gmail.com

D.M. Lakshmi Mallik, Post Graduate Studies in Social Work, Karnataka University Dharwad, Karnataka, India, Email-akshmallik1112@gmail.com

Keerthi D S Alumni, PESITM, Shivamogga-577201.Karnataka. India. Email- keerthids23@gmail.com

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](http://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

2. Organizational conduct among employees affects the nature of work, especially on the level of resolving any disparity among them.
 3. Personal elements it identifies with age preparing training and insight of the representatives, time spent by them at work and enthusiasm for worth taken by them influence the assurance of the employees
 4. Rewards-Employees expect sufficient pay for their skills. positive arrangement of wages, pay rates, advancements and different impetuses keep the confidence of any employees always high.
 5. Work condition of any organization and its appearance affects the states of mind
 6. Compatibility with kindred employees being a social creature discovers his words additionally fulfilling on the off chance that he feels that he has the acknowledgment and brotherhood of his kindred specialists.
 7. Job Satisfaction gives a employee a fair chance to demonstrate his abilities and develop identity, he/she will confirm like it and he will have high resolve Opportunity to share benefit remains one of the necessities of high spirit is plausibility and chance of advance in any worry.
6. **Upadhyay, Gupta (2012)** elucidate us that the satisfied educates us that Satisfied representatives are accounted for to have high determination. Welfare measures and work encounter does not really identify with fulfillment. Therefore, its suggested that organization ought to accommodate sufficient welfare measures yet ought not trouble itself by expanding the cost some portion of it in voracity to procure the aggressive edge and proclaim itself as most wanted organization.
 7. **Ngambi (2011)**, characterizes that Employee resolve is an essential angle for any association in that it can influence execution and profitability. In this article the writing and the outcomes have introduced of a representative confidence review utilizing the effectives. The outcomes demonstrated that both inward and outer components influence worker resolve and that there is a connection amongst authority and representative.

IV RESEARCH METHODOLOGY

Every organization and business entity wants and carves for highest destination in any market place which it serves for its esteemed customers. Being competitive with unique business plans which differ from organization to organization reveals their conduct in enhancing service growth and market focus are facing employee retention challenges. Employees work efficiency takes main stage in being any employee straightforwardly identifying various issues which can be resolved amicably. Cheerful employees go an extra mile who has high spirit while disappointed and despondent representatives have low assurance utilizing work fulfillment, authoritative duty, turnover rates, objections. Keeping in mind the end goal to concentrate the effectiveness of representative assurance in the present review an endeavor has been made to understand how once morale effects organization and thus the topic was considered for the internship by title "**Study on Employee Morale and its Impact on Organizational Effectiveness at DHFL**"

A. Objectives of the Study

1. To identify and evaluate various factors affecting employee's morale
2. To study and understand the impact of employee morale on their work efficiency.
3. To suggest any remedial measures in enhancing employee morale of the employees

B. Sampling Frame - Descriptive Research design has been adopted for the present study. Non-Probability Sampling Technique was used by adopting Convenience Sampling Method for 100 sample size in DHFL. Bengaluru data collected through Structured Questionnaire from the employees.

C. Sources of Data

- **Primary data** was collected Information collecting structure questionnaire from customers through personal interview
- **Secondary data**- was collected from Newspapers, Company broacher's journals, e-journals-news papers

III LITERATURE REVIEW

1. **Monga, Verma, Monga (2015)** in their research paper authors have tried and identified a crucial understanding at ICICI Bank. Himachal Pradesh which examined the level of employee satisfaction at 6 branches in Himachal Pradesh which has 80 employees, results found was from the analysis of data revealed that employee morale can be highlighted only by increasing various employee welfare measurement and appreciate good work from superior which makes employee productivity high
2. **Ogedegbe and Bashiru (2014)** expressed that on a global scale, administration in all associations have consented to the way that, having an upper hand requires the fascination and maintenance of skilled workers. In this manner it is imperative to know and comprehend what persuades employees and make them remain at work. The relational word that a fulfilled specialist will thusly put in his best may be valid if when the issues of poor compensation are given genuine contemplations.
3. **Tiwari (2014)** closes her review on Jayvee cement plant. Rewa that Study demonstrate effect on worker's effectiveness seems Good, the most imperative element contributing representatives resolve are: association with the kindred specialist's solidarity in direct workplace, working state of work place, leaves and occasions gave, administration and workers are permitted to talk uninhibitedly.
4. **Senthilnathan, Rukshani (2013)** the main focus of the study clarify that the hierarchical trust and employee spirit progress with their related segments and factors leads to increase once productivity.
5. **Singh, Jain (2013)** states that employee's overall presentation commonly mirrors the lesson of the organization. In comparison with administration cheerful employees speak positive about organization and they reinforce the workplace and increment the worker's spirit and representative's fulfillment to improve representative execution and profitability, which at last outcomes in high benefits, consumer loyalty and also client maintenance.

D. Limitations

- Restricted population as the survey was confined only to DHFL Bengaluru offices only
- Due to lack of time to carry, there for some error is there in their response.
- There were many respondents who were having very limited knowledge about the batteries specially ladies.
- Chance of getting biased information from the respondents.
- Due to company’s policies certain information was kept confidential

V ANALYSIS AND INTERPRETATION

11.To analyze Workplace factors affecting the Employee’s Performance ((Always (5), Usually (4) Neutral (3) Sometimes, Rarely (1)))

1. Belonging

Table No 1- Respondents opinion on Belonging

Sl No	Questions	Scale Rating, 1= Lowest and 5= Highest						
		5	4	3	2	1	WMS	Ranking
1	I feel part of DHFL family	97	2	0	1	0	4.9	1
2	I am treated more as a partner or team member than as an employee	85	14	0	0	1	4.8	2
3	Being involved in decision making is an important factor for you to achieve High Employee Morale.	13	84	3	0	0	4.1	5
4	My opinions are listened by management when making decisions that involve my work tasks.	76	14	9	0	1	4.6	4
5	I am involved in DHFL extra-curricular activities such as sporting teams etc	80	9	10	0	1	4.7	3

Source: Primary data

From the above Table it is evident that respondents at DHFL feels sense of pride as being part of DHFL Family which ranks No 1 and being involved in decision making” an important factor for you to achieve High Employee Morale ranks No 5

2.Open Communication

Table No 2- Respondents’ opinion on Open Communication

Sl No	Questions	Scale Rating, 1= Lowest and 5= Highest						
		5	4	3	2	1	WMS	Ranking
1	Information is openly shared between management and employees	95	4	1	0	0	4.94	1
2	Management gives all information which need to perform my job tasks.	66	3	2	0	1	4.61	2
3	Work policies are fair to communicate	63	2	11	0	0	4.52	5

4	Policies and procedures are explained adequately within DHFL	70	2	7	1	1	4.58	3
5	People in my department communicate sufficiently with one another	66	2	8	0	0	4.57	4

Source: Primary data

From the above analysis, Information is openly shared between management and employee’s ranks No 1 and Work policies are fair to communicate stands last at rank No 5

3. Recognition & Rewards

Table No 3- Respondent’s opinion on Recognition & Rewards

Sl No	Questions	Scale Rating, 1= Lowest and 5= Highest						
		5	4	3	2	1	WMS	Ranking
1	At DHFL, we are rewarded for our performance striving for excellence.	91	6	3	0	0	4.8	1
2	Do you feel that you’ve had enough training to perform your job adequately	58	35	5	1	1	4.45	5
3	Do you ever receive non-monetary forms of recognition from your manager	55	27	17	0	1	4.6	2
4	Do you feel appreciated at DHFL	62	20	16	1	1	4.48	4
5	We are rewarded for our performance and aiming for Best .	65	14	16	2	3	4.51	3

Source: Primary data

Out of 100 respondents at DHFL, we are rewarded for our performance and striving to achieve excellence ranks No 1 and not having enough training to perform your job ranks No 5

4. Career Opportunities

Table No 4- Respondents opinion on Career Opportunities

Sl No	Questions	Scale Rating, 1= Lowest and 5= Highest						
		5	4	3	2	1	WMS	Ranking
1	DHFL provides plenty of opportunities for personal growth.	88	7	4	0	1	4.8	1
2	DHFL provides technical training so that I can advance in my career.	54	4	5	0	1	4.45	5
3	At my department, the motivation level is moderate to high on a daily basis	69	22	8	1	0	4.6	2
4	Your career Progression at The Company thus far?	63	22	13	2	0	4.48	4



Impact of Employee Morale on Organizational Success

5	I am very committed to working here and I see myself staying here for a long term career	65	21	14	0	0	4.51	3
---	--	----	----	----	---	---	------	---

Source: Primary data

From the above analysis it is clear that DHFL provides plenty of opportunities for personal growth rank No 1 and DHFL provides technical training so that I can advance in my career ranks No 5

5.. Training and Development

Table No 5- Respondent's opinion on Training and Development

Sl No	Questions	Scale Rating, 1= Lowest and 5= Highest						WMS	Ranking
		5	4	3	2	1			
1	During the past year, I did receive refresher training on how to Perform better at work	92	3	3	1	1	4.84	1	
2	In the past year I have got an opportunity to grow and learn I have received an	70	25	4	0	1	4.63	3	
3	opportunity to perform the type of work I do	63	29	0	8	1	4.65	2	
4	My employer provides plenty resources and training opportunities for my career	60	26	13	0	1	4.44	4	
5	DHFL facilitates ongoing training to upgrade my skills.	64	18	17	0	1	4.4	5	

Source: Primary data

Out of 100 respondents, during the past year, I did receive refresher training on how to perform better ranks No1 and DHFL facilitates ongoing training to upgrade my skills ranks No 5

VI SUGGESTIONS

- Effective communication among peers, defining and articulating clear lines of authority, responsibility and accountability among employees creates sense of belonging
- Identify ideal and customized training will enhance employee's productivity at work by enhancing and updating their skills
- Positive Workplace environment plays a vital role in motivating employees to perform better well in their assigned work
- Skills required include the ability to engage employees in mutual goal setting clarify role expectations and provide regular performance back.
- Two-way correspondence ought to be a mutual correspondence between the administration and the

employees which will reflects in acknowledging organizational commitments

- Show Concern-Large or little every business ought to have names on work areas work stations or desk areas to demonstrate and identifying every employee's remains a trustworthy and genuine individual
- Job Enrichment-Ensure the employee's nonstop occupation fulfillment and rouse frequently. Incentive framework there ought to be an appropriate motivating force framework in the association to guarantee money related and non-fiscal advantages.
- Social Activities-Management ought to empower social gathering exercises by the employees. This will create more prominent gathering cohesiveness which can be utilized by the administration for building high confidence.
- . Training-There ought to be appropriate preparing of the representatives with the goal that they may do their work productively and dodge disappointment when the specialist is given preparing they get mental fulfillment.
- Employee's interest there ought to be modern popular government in the association to permit laborers support in Management.
- Feeling of Belongingness-every employee must feel that he is a piece of the Institution and must add to the upliftment of the association
- Identity: The hard working attitudes and corporate qualities must be educated to the identify various positive work rendered by employees which gives them the Identity.

VII RESULT AND DISCUSSION

DHFL Being ranked among Top 100 Best Employers India which guarantees its deep commitment in enriching employee's morale while full filling the organizational objectives for delivering sound work ethics, marinating a cordial and favorable environment and encouraging team spirit for its talented pool of employees. To amplify employee's performance on being positive effect on organizational hierarchy, employee morale acts as a psychological factor which results in positive behavior of the employees which totally results in overall effective performance, to drive their organizations to Next Level

VII CONCLUSION

DHFL in considering the peak performance of its managers and employees must put out front the human face of their organization providing individualized support and encouragement to each and every employee. Therefore, it's recommended that company emphasis more on open communication, providing motivating factors, recognition and rewards on timely manner while empowering employees eventually make employee stronger and hence its impact on organsational effectiveness will be positively monitored.

REFERENCES

1. Chandrasekar.K.(2011).Workplace environment and its impact on organizational performance in public sector, organizations, International Journal of Enterprise Computing and Business Systems 1 (1).Finger J (2005). The Management Bible. New Holland Publishers Ltd.
2. Haddock P (2010). Importance of morale Retrieved from <http://www.ehow.com>

3. Juliet,R, & Bashiru,O.B.(2014). Fostering Employee Morale through Effective Remuneration Practices, European Journal of Business and Management. 6(16),
4. Mong,A .,Verma,N., & Monga,O,P (2015), A Study of Job Satisfaction of Employees of ICICI bank in Himachal Pradesh, Human Resource Management Research 5(1):18-25
5. Ngambi, H. C (2011).The relationship between leadership and employee morale in higher education, African Journal of Business Management 5(3). 762-776, ,
6. Quratul-Ain Manzoor, Impact of Employees Motivation on Organizational Effectiveness, European Journal of Business and Management. 3(3).
7. Raja,P., & Kumar, S.R.(2015) Factors affecting employee morale and strategies adapted to build high employee morale, IJAR 1(10):264-265
8. Retrieved from Schuler AD (2004). Turning around low morale. Available: www.schulersolutions.com.
9. Retrieved from http://economictimes.indiatimes.com/articleshow/5318004.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst retrieved on13-2-2017
10. Retrieved from <http://entrance-exam.net/top-housing-finance-companies-in-india/#ixzz4dGRINfI4>retrived on4-2-2017
11. Retrieved from <http://indianexpress.com/article/business/business-others/housing-loan-lenders-at-home-in-bad-credit-market-2799616/> on121-2017
12. Retrieved from <http://mcrworld.com/dewan-housing-finance-raise-share-deposits/> retrieved on 6-2- 2017
13. Retrieved from http://www.ehow.com/about_5214816_history-home-loans.html retrived on 19-2- 2017
14. Retrieved from <http://www.home-loan.in/cc-hdfc-dhfl-sbi-pnb-housing/retrived> on25-1-2017
15. Retrieved from <http://www.paisabazaar.com/dhfl-nbfc/#ixzz4dGNBaD00> retrieved on1-2-2017
16. Retrieved from Seroka J (2009). Boosting employee morale needs to occur daily, not only during times of crisis. Available: <http://www.hrtools.com/insights> Retrieved from <http://cshe.smsvaranasi.com/Guidelines.htm>
17. Retrieved from www.naredco.in/article/pdfs/Housing%20Scenario%20in%20India.doc retrieved on 17-1-2017
18. Singh,J.K & Jain M.(2013), A Study Of Employees' Job Satisfaction And Its Impact On Their Performance, Journal of Indian Research 1, (4), 105-111.
19. Towari, U. (ND) .A Study On Employee Morale And Its Impact On Employee Efficiency At Jaypee Cement Plant Rewa (M.P.) Abhinav International Monthly Refereed Journal of Research in Management & Technology, 3(11).
20. Upadhyay, D, & Gupta,A(ND) Morale, Welfare measures, Job Satisfaction: The Key Mantras for Gaining Competitive Edge, IJPS 2 (7),
21. Vasantham, S.T. (2014) Employee Morale and Employee retention, International Journal of Management (IJM) 2(11),



D.M. Lakshmi Mallik, a dynamic professional with 9 years of valuable experience in the field of Social Work at Postgraduate and Undergraduate institutions of different universities in esteemed universities of Karnatak. She has completed her doctoral on the efficacy and the Implementation Kishori Awareness Program –A Case study of Dharwad City. She is a Person who works hard to possess excellent interpersonal, communications and presentation skills along with constructive and effective teaching methods that promotes a stimulating learning environment. Her aim is to make productive contribution to the organization and work to the best of my knowledge and abilities maintaining discipline and enhance my skill set during my tenures and matured, confident person who can relish her ability and able to bring our best even under pressure which is her greatest asset.



Ms.Keerthi D S, has graduated MBA from PESITM.Shivamogga under VTU.Belgavi and has 2 years' work experience in the field of Human resource and operations. Currently focusing herself in the field of Teaching as she believes the capacity of teaching to make someone more curious and bring happiness

AUTHORS PROFILE



Dr. DM Arvind Mallik, is a young, record-setting academic, TedX speaker, multiple world record holder and an Eduventor, with over 10 years' experience in the teaching industry. He has successfully introduced world-class teaching methods like Flipped Classroom, Design Thinking for Educators with Mobile Learning, Digital Learning (social media) and Virtual Reality. He has won 6 world records, 12 national, 5 global awards and has created a new benchmark in Management Education today.

Recently his Experiential Learning on introducing Virtual Reality into academics for the first time entered the Limca Book of Records 2019. He also won Best Marketing Professor endorsed by CMO Asia 2018. He has a versatile interest in art, literature, photography, music and is a voracious reader. He is working on VR eradicating social phobia and is keen on AI and Neuro Marketing. In recognizing his remarkable achievement in higher education, he has received Honorary Doctorate in Business Administration from IVUP accredited to ICPEM and recognized by the United Nations.