

Employee Morale in Selected IT Companies in Chennai City

Shobha Edward

Abstract: *The morale state, or the form in other respects, is as far as it is affected by means of, or reliant upon, proper concern, such as enthusiasm, strength of mind, optimism, and confidence; psychological condition, as of an individual or group of men, a mass, and the like. Employee morale inside an institution has a straight impact on the contentment stage of its clients and the company's eventual accomplishment. The objectives of the study is to gain knowledge of the employees morale in the company, to be aware of the contentment of the employees in the company, to investigate and infer the employees morale towards their employment, to find and put forward principles to develop the a range of features to improve the morale of the employees and to recommend suggestions to the company to lessen labour turnover. One hundred and twenty five (125) respondents were chosen as sample size from the selected IT companies in Chennai.*

Keywords: *Employee morale, Employee recognition, Work culture, Motivation.*

I. INTRODUCTION

In today's competitive situation, the prime confront that institution face is the withholding of capable workforce. Consequently institutions are obligated to build favourable employment surroundings for increasing work contentment and necessitate integrating the follows: mould able employment arrangements, training and development, prospect to nurture capacity of being innovative, and chance to take accountability, direct one's individual effort, a steady and protected, employment surroundings and employment permanence. More, there must be a surrounding in which workforce are maintained by a reachable administrator who offer thoughtful response as well as amiable group members. Adding up, adaptable advantage, such as amenities, up-to-date expertise, reasonable pay and chance for promotion are as well a few significant factors for innovative functioning surroundings. Occupation concerned persons construct the work a vital division of their individual personality

The ethical situation, or the circumstance in erstwhile respects, so far as it is affected by means of, or reliant upon, ethical deliberations, such as enthusiasm, strength of mind, trust, and self-confidence; intellectual situation, as of a group

of men, a crowd, and the similar. Worker self-esteem inside an institution has a direct concern on the contentment stage of its consumers and the company's eventual accomplishment. When association based leaders encourage hub capability improvement of its labour force all through the institution, an opportunity is there for making certain elevated worker self-esteem and client contentment, a raise in worker and client preservation rates, and a optimistic long-standing viewpoint for the company's flourishing performance. Widespread understanding proposes that worker morale has a straight force on the contentment stage of an organization's prime exterior clients. Whilst this notion emerges easy as much as necessary, the ladder that company leaders can obtain to accomplish and maintain an elevated plane of worker morale inside the institution are a great deal less understood. The current nationwide rush in organizational client service experts and trainers put forward that a growing quantity of company leaders are familiar with the significance of nurturing to the intricacy of the supple area or human constituent of their industry. Essential to the eventual accomplishment of the organization, on the other hand, is to make out what feature of the individual element ought to be dealt with as main concern and promoted inside the concern.

II. REVIEW OF RELATED LITERATURE

Bhargava, D (2010). At the moment institutions are in progress of comprehending that Human Capital are the largest part significant of all resources footed on the budding principles of humanization. The accomplishment of a few institutions in extended tenure depends on the human capital. Human Resource growth in an emergent nation similar to India is the requirement of the occasion and unquestionably, banking segment is the main effectual device for India's financially viable advancement, for which increasing Human Capital for this segment has developed into an essential to reach the national aims. As a result the eminence of banking services and the purposes in realizing the socio-economic targets are vastly reliant on the workforce who carries the services. There are numerous modes to extend human capital. Commencing with the preceding several years banks are doing testing with all instruments of Human Resource Development. These embrace training and development, performance evaluation, profession forecast, group spirit and incentive etc. the public and private Banks are the essence of the study on

Revised Manuscript Received on December 05, 2019.

* Correspondence Author

Dr. Shobha Edward, Associate Professor, Principal & Head Of The Department Of Corporate Secretaryship, K. C. S. Kasi Nadar College Of Arts & Science. E-mail: Shobhaedward@Gmail.Com

“Human Resource Practices in Public and Private Sector Bank”. The investigator studies the effect of Human capital in Public and Private commercial banks. The study has evaluated the existing position of Human capital in Commercial Banks.

This study spotlights on Human Resource Development put into practice in Indian commercial bank and locate the approach of familiarity wise group and age wise group to diverse issues. To carry out this study they include diverse factors of HR practices. Two Banks was preferred together from division and administrative workforce was taken as respondent. The study based on primary and secondary investigation. The investigator established that together banks use diverse human resource practices at more or less similar stage and workforce of dissimilar age and experience group are contented at similar stage.

Jaiswal (2014) in his article aims to discover the degree of Human Resource Development ambience and group empowerment widespread in institutions. Generally researchers explain that Human Resource Development ambience is tremendously vital for the eventual attainment of the business targets. Human Resource Development deems that persons in an institution have unrestricted potential for augmentation and progress and that their potential can be developed and increased in the course of suitable and methodical hard work. The part of Human Resource Development ambience of any institution shows a vast responsibility for realization of managerial objective. This article is carried out on 200 Indian managers together from public and private segments to measure the part of Human Resource Development ambience and group empowerment in managerial efficacy.

Muhashamsani, A. G. (2015) in his study surveyed that worker turnover is a predestined circumstance faced by several institutions irrespective of its fiscal subdivision. Unmanageable turnover is exceptionally expensive for the company for the reason that it engages hard work, time and overheads of rehiring, guidance, and little yield consequences. Intent to go away is established as the strongest interpreter for authentic turnover in preceding studies. Owing to soaring turnover proportion amongst manufacturing workforce in Malaysia, it stresses on immense apprehension and a number of insights on intent to go away issue. This investigation is covered the grounds that prompt workers' intent to go away in the direction of their present concern. In this view, this article endeavors to establish the noteworthy associations of compensation contentment and leadership approach on intent to depart amid local workforce in electrical and electronics manufacturing concerns. Data were collected by means of questionnaire gathered from 272 local workforces in Yamaha Electronics Manufacturing (M) Sdn. Bhd. The conclusion resulted in acceptance formulated hypotheses of the study. Compensation contentment, transactional leadership approach (i.e. contingent rewards, accomplishment of management-by-exception), and transformational leadership approach (rational spur, idealize

pressure, personality contemplation, insight enthusiasm, idealize trust, and principled judgment building) were extensively related and added to the purpose to go away. Footed on the result of the study, notional and likelihood of proposition are examined. Constraint and proposal for potential research are furthermore emphasized. Therefore, in the midst of restricted literatures on the subject matter of compensation contentment, transactional leadership approach, transformational leadership approach, and intent to go away in the background of electrical and electronics manufacturing segment in Malaysia, the result have, to a little degree, added to the perception of the intent to depart characteristic and augment the awareness of these area under discussion in particular in Malaysian employment setting.

III. OBJECTIVES OF THE STUDY

- To learn with reference to the workforce morale in the concern
- To comprehend the contentment of the workforce in the concern
- To scrutinize and infer the workforce morale in the direction of their employment
- To uncover and recommend principles to advance the diverse characteristics in advancing the morale of the workforce
- To put forward to the concern to lessen labour turnover

IV. RESEARCH METHODOLOGY

Research methodology can be clear as the sketch of a fetor an investigation that elucidates how information is to be gathered, analyzed and construed in a logical manner. By implementing an appropriate method, statistics becomes information. As a result use of suitable methodology can be referred as a fundamental task. In other words study methodology deals with a method of compilation of facts and analysis of information. Each one of these steps is designed for this study. The study is footed on primary and secondary data which have been collected largely from respondents, different websites, annual reports and various Newspaper and Journals. The paper attempts to study the link between employee morale, focusing on the selected IT companies with reference to Chennai.

V. LIMITS OF THE STUDY

- The study is narrowed down to Chennai city barely.
- Budgetary and Time restriction
- This research is time bound.
- The sample magnitude is curbed to 125.
- The facts collected are qualitative in character and the utility might vary from time to time.

VI. SAMPLING DESIGN

Convenience sampling method has been used in this study. It is as well known as disorganized or chance sampling. Members of the population are preferred based on their comparative effortlessness of

access. The sample of acquaintances, associates, buyers at a particular shopping centre are all examples of convenience sampling. Occasionally known as grab or chance sampling, this is the process of preferring objects at random and in an unstructured mode from the frame. Although more or less unfeasible to treat scrupulously, it is the system generally in use in numerous realistic circumstances. One hundred and twenty five (125) respondents were chosen as sample size from the selected IT companies in Chennai.

VII. RESULT AND DISCUSSION

Table – 1: Age summary of the workforce

Parameters	No. of respondents	Percentage
18 – 25Yrs	43	34%
26 – 30Yrs	37	30%
31 – 35Yrs	24	19%
36 – 40Yrs	15	12%
41 yrs & above	06	050025
Total	125	100%

From the preceding table it is incidental that more quantity of workforce fit in to the age group of 18-30 years, at this juncture 34% of them are amid 18-25 years and 30% of them are among 26-30 years.19% of workforce fit in to the age group of 31-35 years. And 5% of them are more than the age of 40years.

Table – 2: Workforce’ outlook on vital characteristics for motivation

Parameters	No. of respondents	Percentage
Elevated Responsibilities	11	09%
Workforce evaluation	25	20%
Appreciation	41	33%
Financial remuneration	36	29%
Promotion guidelines of the concern	12	09%
Total	125	100%

From the analysis it is incidental that a good number of the workforce i.e. 33% of them feels that the appreciation, which they find is exceptionally imperative for enhancing their morale. While 29% of them give significance to financial remuneration, 20% of them believe that workforce evaluation is the encouraging strength for them. 9% of the workforce has rated elevated responsibility and identical proportion of the workforce has rated for promotional guidelines of the concern as their inspiring strength.

Table – 3: View of the workforce on employment culture and the amenities in the concern

Parameters	No. of respondents	Percentage
Extremely Contented	03	02%
Contented	40	32%
Neutral	33	26%
Discontented	37	30%

Extremely Discontented	12	10%
Total	125	100%

From the table 3 it is incidental that 32% of the workforce are feeling contented with the employment culture and amenities of the concern, but 30% are discontented and 10% are extremely discontented with the employment culture amenities of the concern.

Table – 4: View of the workforce on acknowledgment for their hard work and proficiency

Sl. No	Parameters	No. of respondents	Weights	Weighted Score
1	Extremely Contented	38	5	190
2	Contented	53	4	212
3	Neutral	09	3	27
4	Discontented	22	2	44
5	Extremely Discontented	03	1	03
	Total	125		476

Weighted Average Score (W.A.S) : 476/125 = 3.8

From the weighted average method the weighted average score is calculated as 3.80(Approximately 4). As a result the acknowledgment of the workforce, which they receive for their hard work and proficiency, is rated as contented.

Table – 5: Association between educational qualification and contentment intensity of present occupation

Educational Qualification	Level of Contentment					Total
	Extremely Contented	Contented	Neutral	Discontented	Extremely Discontented	
SSLC/HSC	8	12	11	6	7	44
ITI	5	11	8	7	1	32
Diploma	4	10	8	6	6	34
UG	0	0	0	1	0	1
Uneducated	2	3	4	3	2	14
Total	19	36	31	23	16	125

H0: There is no considerable association between educational qualification and contentment intensity of present occupation.

H1: There is considerable association between educational qualification and contentment intensity of present occupation.

Source of Variation	Sum of Squares	Degree of Freedom	Mean Squares	F-ratio	5% F-limit
Between Columns	55.6	(5-1)=4	13.9	0.98	2.87
Within Samples	282.4	(25-5)= 20	14.12		

It is derived from the above table that the computed value of F is less significant than the table value at 5% level of significance; as a result the hypothesis is established. Therefore there is no major association between educational qualification and contentment intensity of present occupation.

VIII. SUGGESTIONS

- Further in-house amenities ought to be offered so that the workforce has a sense of pride to serve in the concern.
- Customary departmental gathering must be sustained as it is carried out at present.
- The workforce must at all times be evaluated for their high-quality performance as a result that they will feel further stimulated and they will develop their performance.
- Although the workforce feels good regarding performance evaluation the regularity of carrying out the evaluation must be at least once in six months.
- Financial as well as Non- financial benefits must be given to the workforce of all divisions footed on their performance.

IX. CONCLUSION

The study was carried to uncover employee morale in selected it companies in Chennai city. The objectives of the study is to gain knowledge of the employees morale in the company, to be aware of the contentment of the employees in the company, to investigate and infer the employees morale towards their employment, to find and put forward principles to develop the a range of features to improve the morale of the employees and to recommend suggestions to the company to lessen labour turnover. It was concluded that a good number of the workforce feels that the appreciation, which they find is exceptionally imperative for enhancing their morale. Majority of the workforce are feeling contented with the employment culture and amenities of the concern. As a result the acknowledgment of the workforce, which they receive for their hard work and proficiency, is rated as contented. There is no major association between educational qualification and contentment intensity of present occupation. The workforce must at all times be evaluated for their high-quality performance as a result that they will feel further stimulated and they will develop their performance. Financial as well as Non- financial benefits must be given to the workforce of all divisions footed on their performance.

REFERENCES

1. Bhargava, D. (2010). Human resource practices in public and private sector bank. *International Journal of Business Economics and Management Research*, 1(2), 38-52.
2. Chopade, P., & Vidyapeeth, B. (2012). An Impact of Rightsizing on Existing Employees' Commitment and Morale: Study of Indian IT Companies. *International Journal of Management and Social Sciences Research*, 6-10.
3. Gunavathy, J. S., & Thenmozhi, R. (2009). Decision Latitude, Psychological Job Demands and Work-Life Imbalance—A Study among Software Professionals. *Management and Labour Studies*, 34(3), 315-328.

4. Jaiswal, A., & Singh, A. P. (2014). Role of HRD climate in organisational effectiveness Indian organisation.
5. Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
6. Mamoria, C. B., & Gankar, S. V. (2002). *Personnel management: Text & cases*. Himalaya Publishing House.
7. Mohan, D. A. C., Balaji, K. D., & Kumar, T. K. An empirical study on stress levels among software professionals in the city of Chennai, India. *Abhinav Journal of Research in Commerce and Management*, 2(5), 33-40.
8. Muhashamsani, A. G. (2015). The relationship between pay satisfaction, leadership styles, and intention to leave among local employees at Yamaha Electronics Manufacturing (M) Sdn. Bhd (Doctoral dissertation, Universiti Utara Malaysia).
9. Nawaz, M. N., & Gomes, A. M. (2014). To assess the level of employee satisfaction on HRIS usage in select software companies in Bangalore Karnataka, India. *Elixir—Human Resource Management*, 66, 20438-20441.
10. Priya, B. S., & Mahadevan, U. (2013). Women executives in IT/ITES sectors: Job satisfaction and quality of work life. *Rajagiri Journal of Social Development*, 5(2), 105.
11. Soundarapandiyam, K., & Ganesh, M. (2015). EMPLOYEE RETENTION STRATEGY WITH REFERENCE TO CHENNAI BASED ITES INDUSTRY-AN EMPIRICAL STUDY. *Global Management Review*, 9(2).

AUTHOR PROFILE

Dr. Shobhaedward, M.C.S., M.Phil., P.G.D.P.M.&L.L., P.G.D. C.S.M., D.L.T., UGC (NET), Ph.D., is presently serving as Principal, Associate Professor & Head of the Department of Corporate Secretaryship, K.C.S. Kasi Nadar College of Arts & Science, Chennai-21 with a wide range of experience and administrative skills, after having her debut service at Guru Nanak College (Day & Evening) Chennai -32 followed by half a decade of service at Guru Shree Shantivijay Jain College for Women, Chennai-07. She has rendered 25+ years of yeoman service as a dedicated and determined academician, marking her silver jubilee of service in the educational arena.



Dr. Shobha Edward