Impact of Motivation and Morale on Productivity and Human Performance

(With Special Reference to Bharti Airtel)

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Abstract-: Human Resources Management (HRM) is the practice of hiring, training, evaluating, and keeping employees. In the previous two decades, human resources management (HRM) has changed and become even more critical in today's enterprises. Human resource management (HRM) used to be mostly about paperwork and payroll processing, but that is no longer the case today. It is the responsibility of HRM to guarantee that the purpose and culture of a business are effectively realized via the management of its employees. Human resource managers may assist in the recruitment of new employees as well as the training and development of existing employees in order to meet the goals of the organisation. Maintaining or improving a company's health requires that its personnel be content and productive. In order to maintain a company's workforce competitive, HR managers may examine the current situation of the labour market. Workers should be fairly compensated and their work duties should be updated to reflect current market conditions. To better understand the "Impact of Motivation and Morale on Productivity and Human Performance," this research was conducted. The purpose of this research is to discuss the procedures used to arrive at the findings. Here, the study methodology, sample size, and data analysis are explained. To conduct an investigation, 522 persons were asked to respond to the question. As far as Morale and Motivation and Productivity are concerned, less is more. To find out how different factors affect the output and performance of employees, a survey asks them to answer 20 questions. For this thesis, the author also looked at gender, age, education and profession in relation to a person's overall personality. Both sexes belong to the 18–60-year-old age bracket. Finally, we use a structural equation model to look at the factors that influence human performance and productivity. Observable variables are affected by how much an underlying variable influences them. The probability of morale and motivation having a significant impact on HP is 0.00. Because the probability value is less than the threshold of significance of 0.05, the results are insignificant Human Performance also influences Productivity.

Keywords: Human Resources Management, recruitment, Human Performance, Morale, Motivation, Productivity

I. INTRODUCTION

Every firm depends on a variety of financial resources in order to function. Cash, jewels, and other things may all be used by a firm to generate income. Consultancy businesses may have their own specialized software or physical facilities, while retail establishments use registers and stocks. Employees are essential to the success of any firm, regardless of the industry. An emphasis on profiting from people's natural skills and abilities will be the focus of this research.

Management of human resources (HRM) is the process of identifying, recruiting, selecting, training, paying, establishing guidelines, and implementing retention tactics for personnel. HRM has seen a number of changes over the last twenty years, making it an even more important part of today's businesses. Human resources management (HRM), on the other hand, has traditionally been focused on administrative chores like payroll processing, sending birthday gifts to employees, planning business vacations, and ensuring that paperwork was filled out correctly. At the beginning of this essay, it's necessary to state that every manager has a role to play in human resource management. That we don't have the title of HR manager does not mean that we will not be in charge of HRM on a daily basis. HRM and management are not mutually incompatible

words, for example, when it comes to remuneration, motivation, and retention of employees. As a result, HR managers and corporate owners alike may benefit from this article.

1.1 Human resource management (HRM)

Human resource management include the recruiting, hiring, deployment, and management of employees (HRM). Human resources management is often referred to as HRM (HR). The HR department of a company or organisation is often in charge of dealing with workers and the interactions between them and the organisation. Since the early 1900s, the term "human resources" has been used to describe the people who work for an organisation collectively. For HRM, employees are considered to be the company's most valuable asset. In this context, employees are commonly referred to as "human capital." For the sake of minimizing risk and maximizing the company's return on investment, employees should be used to their fullest extent (ROI). Current HR technology is more likely to employ "human capital management" (HCM) than HRM. "HCM" stands for "Human Capital Management" or "Human Resource Management" (human capital management).

Human Resource Management is concerned with ensuring that an organization's goals and values are realized by effectively managing its workforce. Both the recruitment of new workers and their continued education and training may be done by human resources managers in order to fulfil the company's objectives. A company's well-being can only be preserved or enhanced if the individuals who work there are content and effective. HR managers may examine the current state of the job market to ensure that the firm stays competitive. To avoid overworking employees, fair compensation, well-planned events, and job responsibilities that match current market circumstances are all a must. Specialists in human resources management are responsible for the day-to-day operations of HR-related duties. A company's human resources department is usually a full-fledged division. The size, structure, and kind of employment of human resources departments at different firms might vary widely. When it comes to small businesses, human resources generalists aren't that uncommon. Recruitment, immigration and visa management, talent management, benefits and remuneration, and other specialized tasks may fall to larger companies, which can afford to hire additional staff. The work of these HR specialists, although unique and specialized, may yet be linked.

Amazon, for example, has a wide range of HR positions available. Amazon's employment site lists HR roles under 15 different headings:

- Assistant in Human Resources
- Resources for the Workforce (HR)
- Human Resources Manager
- Recruiter
- It is the duty of this individual to seek out new personnel.
- Source
- Human resources director
- a thorough understanding of immigration issues
- LoA and lodging expert are also included
- Compensation manager/specialist
- Manager/specialist in employee benefits
- In-depth knowledge in the subject of human resources
- Professional who teaches or manages educational programs
- HR technology and process initiatives • Program manager
- HR analytics manager/specialist

Fig. 1: HRM Process

1.2 Scope of HRM

Human resources management (HRM) is a broad discipline with many different uses. An employee's essential job activities, from the time they join an organisation until they leave the firm, are all part of human resource management. Human resource planning, job analysis and design, employee recruiting, remuneration for workers and executives, employee engagement, employee retention, labour relations, and future HR management possibilities are a few of the most critical components of HR administration. Human resource management encompasses a wide variety of activities and decisions that a firm does when it comes to the management of its employees. Everything to do with the dynamics of working interactions and the persons involved.

Fig. 2: Scope of HRM

1.3 Investment on Human Resource- In Telecommunication Sector

As the economic environment swiftly changes and current trends in internationalization, liberalization, and globalization continue, the traditional structure of industries has rapidly transformed from being labor-intensive and low-tech-based to knowledge-intensive and high-tech-based It's becoming clearer that companies can no longer depend only on cost-cutting strategies to increase their global competitiveness. Product, production, customer, and market innovation, on the other hand, enhances competitiveness. These innovative concepts are the result of human ingenuity. Therefore, international firms must concentrate on improving their human resources and increasing their market share. Human capital should be the focus of a company's efforts instead of only enhancing capital productivity. Human resources must be valued as highly as any other firm asset in order to meet the organization's needs. A company's human resources department must collaborate with other departments in order to maximize the use of resources. The management of a company's employees is one of the most important parts of its success. In time, its importance to the organization's long-term success became apparent to everyone. In today's rapidly changing business environment, human resources are important to a company's success, and effective human resources management is essential. Planning, education, and training of the organization's human resources, as well as evaluation of their performance and other personnel activities, are all part of HRM. These initiatives may enhance a company's core competitiveness and help it achieve its goals more effectively. The success of a firm is measured by how successfully it achieves its stated goals at various levels. An abundance of competent staff is critical to the success of your business. Building a competitive edge relies on a company's workforce. Developing an assessment system that gauges how successfully managers can nurture and manage high-quality human resources is one of the most challenging tasks facing today's company executives. Those in charge of human resources can't afford to ignore these pressing issues. As the field of human resources management has evolved, so has the need for in-depth assessments of the value of human capital. ROI, or return on investment, is a useful tool for assessing the value and contributions of human resources projects. As a result of providing workers with training that enables them to attain long-term professional goals, their happiness may rise. As a result of improved instruction, more productive workers, fewer staff turnover, and more dedication to the firm's goals are all the results that may be expected when a corporation invests in its people [5].

1.4 Bharti Airtel Limited Environment, Health and Safety Policy

Bharti Airtel Limited (Bharti Airtel) seeks to conduct business in a manner that is environmentally responsible and long-lasting. Maintaining strict health and safety rules will help us provide cutting-edge products and services while also reducing waste. The health and safety of Bharti Airtel employees, partners, colleagues, and visitors is guaranteed at all the company's premises. By signing this policy, we are confirming our commitment to the following:

- There must be strict adherence to environmental, health, and safety requirements always. Every single one of the requirements must be satisfied, and even surpassed, if feasible.

- Additionally, we are working hard to reduce the environmental impact of our telecom facilities by increasing the efficiency and use of green energy, as well cutting GHG emissions.
- Reducing our environmental impact by focusing on waste management and resource efficiency.
- Reducing the company's negative environmental impact through collaborating with our suppliers, contractors, distributors, logistics providers and service providers.
- Educate customers on how long a product will last so that they may use it safely.
- Continue to educate people on the hazards of electromagnetic radiation (EMF) and debunk worries about EMF exposure.
- They must aim for a workplace free of fatalities and major injuries for the sake of our employees, our business partners, and the environment.
- Provide our employees with the training and tools they need to be more aware of workplace safety and environmental issues.
- Retaining a focus on employee well-being, fitness, and healthy living activities
- Create, manage, and dispose of trash in accordance with applicable laws and regulations (hazardous and non-hazardous).
- Effective waste management practices should be promoted by working with stakeholders and the larger community both internally and outside.
- Track, monitor and report waste management practices in accordance with global or national standards.
- Engage stakeholders, both internal and external, in discussions regarding EHS concerns to convey risk, performance, and progress.
- Our suppliers and business partners must operate in an environmentally and socially responsible way.
- This is critical in all types of joint ventures or subsidiaries as well as in corporate reorganizational that include the creation of new joint ventures.
- Consumers' quality of life may be enhanced through technological improvements, increased coverage, flexibility, and safe usage of our products and services.
- Bharti Airtel must continue to protect the environment everywhere it does business as a responsible corporate citizen.

1.5 Importance of human resources

The terms "human resources" and "human capital," both of which are now in use, point to the growing strategic importance of people. These phrases are used to describe a person's knowledge, intelligence, desire, and ability to learn. It is becoming more common for companies to see their people as more than just a cost center but as a source of competitive advantage. In service industries like restaurants, customers' opinions of a business may be significantly influenced by the behaviors of its employees. It is essential in the IT sector to have staff that are well-versed in their profession. Managers of human resources are more time-consuming than those who manage raw materials or equipment in a manufacturing process. When workers are as complex and emotional as humans, it may be challenging to keep them interested, motivated, and devoted to their work. A sociologist in the late 1800s and early 1900s, William James, estimated that the typical worker used just 15% of their brains, talents, and aptitudes. It's a challenge to get people to give more of themselves to their jobs.

1.6 Recruitment and selection

A company's available roles must be filled through recruiting the right people. According to management goals and legal restrictions, tools are used by management and others to choose from a pool of applicants the person or individuals most likely to succeed in the role. The process of bringing on new staff is the beginning of human resource management. To help the company achieve its strategic goals, it is essential to recruit employees with the right skills and attitudes. Workers must be able to fit with the company's personality. Prospective employees get an opportunity to see whether the firm is a suitable match throughout the hiring process. Accurate information should be provided to the applicant so that he or she may set realistic expectations. As a result, workers may be dissatisfied, which might contribute to a high turnover rate [9]. There's more time and effort required to locate the right individual for a position with greater responsibility. More time and effort would be required to find qualified candidates for managerial positions, which need employees to have a higher level of training and authority, and as a result, contribute to the organization's overall strategy. Candidates must be vetted to ensure that they can acquire the relevant skills and the mentality to work in line with the company's culture. Organizations may utilize psychometric tests to assess job candidates. Psychometric test descriptions may be found in the following sections.

II.   LITERATURE REVIEW

Hussain et al. (2012), The study's findings revealed that telecom sector employees' intentions to leave their jobs were strongly influenced by their organizations' level of commitment and their perceptions of the organizations' support; higher levels of organizational commitment and support had a negative impact on employee intentions to leave their jobs. Pakistani culture has been considered while discussing the findings of this study. **Tiwari et al. (2013),** The research found that workers' age was not correlated with their level of satisfaction with the methods of talent management, but their level of experience was. While each element has a separate influence on how successful talent management procedures are, each parameter has a distinct impact on how satisfied employees are. **Mishra et al. (2018),** As a result of this research, there are several methods to think about how to integrate culturally diverse organizations. However, it is difficult to institutionalize the cultural synthesis of the merging civilizations because of the relativeness of diverse viewpoints. Consequently, greater study is needed into how grounded theories might be used to develop frameworks and their relevance. Furthermore, the need for different methodologies that encompass both quantitative and qualitative data sources is essential for the cultural and leadership orientations of the combined organizations to be holistically well-balanced. **Anand (2012),** The study explores how successful organizations see talent management and evaluates the increasing acceptability of talent management strategies. Multinational corporations operating in India have broadly embraced talent management, but most Indian enterprises have either already implemented it or plan to do so soon. Issues such as whether talent management is part of HR procedures or an autonomous process are being debated by the authors. By implementing talent management systems throughout the whole business, this case study demonstrates how the company has been able to increase employee retention and development. **Riany et al. (2012),** This research studied the impact of restructuring on the performance of a mobile service provider's organisation. We looked at how portfolio reorganization affects market share and growth for companies as well as whether changes in the firm's goals, legal framework, political climate, technological advancements, and cultural context influenced this decision. We also looked at how these changes influenced the decision to reorganize. **Shah et al. (2012),** Telecommunications Industry Managers' Knowledge of Management Concepts. First-line management at mobile network providers including Mobilink, Telenor, and Warid were the focus of the investigation. We want to demonstrate the importance of fundamental and important management abilities such as conceptual, human, and technological for a manager in this period of fierce rivalry amongst mobile service providers. In addition, a poll was taken from five major Sukkur-based offices of all mobile phone providers. As a means of evaluation, a five-point Likert scale was used by the researchers. Data was analyzed with the help of SPSS. About 85% of first-line managers scored well on knowledge and skill sets related to management. Surveys and in-depth interviews were used to get the data. Research in this area focuses on 1st line managers in the cellular sector, and how their managerial knowledge is transmitted in their job, as well as how well they understand the ideas of management, their tasks, and the skills they need for leadership and motivation. **Ahmed et al. (2014),** The Influence of Organizational Culture on the Organization's Success. Leaders' only responsibility is to establish and maintain a positive organizational culture. You may not even be aware of how much control culture has over you if you don't handle it. It is (Edgar Schein). One of the most significant concepts in management study is Organizational Culture. This research investigates the relationship between an organization's culture and its performance. Various Bahawalpur-based franchises of telecom firms are studied in this research. The goal of this research is to evaluate the effect of an organization's culture on its performance in order to learn how culture may help an organisation perform better. As an organizational performance indicator, the balance score card is utilized. **Ali et al. (2016),** Secondary school teachers in Mogadishu, Somalia, were surveyed on their level of job satisfaction. A primary goal of this research was to examine the link between teacher motivation and school performance, as well as the role of teacher job satisfaction in this connection. To gather the data for this study, researchers employed a survey approach and a suitable sampling strategy to interview 80 students from Mogadishu's secondary schools. a questionnaire with eight primary components was utilized. According to the findings, there is a strong link between the degree of motivation and work satisfaction of teachers and their students' academic achievement. Finally based on this high link among these factors discussed above, it is advised that both extrinsic and intrinsic motivation be employed among the teaching staff in order to boost work satisfaction and school's success in the end. **Wen et al. (2019),** The impact of motivational factors on administrative staff's job satisfaction in the telecommunications industry. The researchers in this study looked at Herzberg's two-factor theory from the viewpoint of Pakistan's telecom sector's administrative personnel. We explored whether these intrinsic (motivational) and extrinsic (hygiene) elements affect administrative staff's work satisfaction and their impact on the telecommunications industry. Because of the experimental nature of this article, we drew data from 150 administrative workers in the telecommunications industry using a convenience sample approach. Motivating and hygienic elements have little effect on administrative staff's work happiness. As it turns out, job contentment in Pakistan's telecom industry is closely related not just to advancement. **Krishnan et al. (2021),** A case study of telecom network outsourcing's effect on employee morale and happiness at work. All but a few of the major telecommunications service providers create their 2G/3G/4G mobile and wire-line networks in-house before outsourcing the network to third parties or managed service providers such as Ericsson, Alcatel Lucent, ZTE, and Huawei. In cases when the parent firm already handles the management and maintenance of its telecom network, the transfer of resources to the third-party vendor has a substantial influence on the morale and job satisfaction of its transferred personnel. Network operations outsourcing from the outset might have a varied impact on a start-up company. Based on

10,000 resources relocating from a well-established integrated telecom operator with personnel spread throughout India, this case study examines one of the biggest integrated networks in the world. In this case study, outsourcing has had a negative influence on morale, motivation, and work satisfaction, all of which have a direct impact on productivity and performance. **Akkermans et al. (2000),** Experimenting with Service Supply Chain Amplification in the Telecommunications Industry As a result of the amplification phenomena in service supply chains being studied in this work, we have identified the important fundamental causes and related countermeasures. When it comes to supply chains, it is more acceptable to quantify amplification effects in service supply chains in terms of workload than inventory levels. We observed that not all fundamental reasons for amplification effects reported in production contexts applied here. Their telecom case study did uncover an additional fundamental cause: the mutually reinforcing vicious loop that occurs when workloads reach a certain level and poor process quality results. The nature of the service process meant that many of the known countermeasures to reduce amplification were ineffective or had only limited effectiveness in this circumstance. To address this, implementing quality improvements throughout the whole service chain has the potential to be very effective. As a service management researcher, our work is linked to the literature on the subject because of its focus on service quality. **Florina et al. (2018),** The literature study goes on to emphasize the importance that businesses focus on making choices that ensure their long-term viability. In order to get the best outcomes, a company must be aware of and fully leverage its key drivers of success, according to several studies as a follow-up to the literature study, this article will examine an actual case. Surveys based on a representative sample of telecom firms will be sent to all levels of the organisation, from stakeholders all the way up to the company's top executives. The findings are intended to help organizations become more adaptable in the marketplace. Those who are interested in starting a business in this field or performing study on this topic may find this information useful. **Rao-Nicholson et al. (2016),** Organizational Ambidexterity and Employee Psychological Safety in Emerging-Market Multinationals' Global Acquisitions: The Influence of Leadership Based on a sample of 105 acquisitions of developing market multinationals, this research explores the influence of leadership on organizational ambidexterity and employee psychological safety. According to the results, charismatic leadership has a stronger link to organizational ambidexterity and employee psychological safety than transactional or laissez-faire leadership styles. Transactional leadership seems to be more associated with ambidexterity and employee psychological safety than laissez-faire leadership. There is also a clear and positive correlation between organizational ambidexterity and employee psychological safety. The study discusses the consequences of these findings for research and practice. **Wanza et al. (2016),** Change management's effect on employee performance. Employees' performance was examined in connection to technology advances, organizational leadership, structure, and culture as part of this research. The research was carried out using a case study approach. 403 people were the target audience. Random sampling was used to choose a sample of 121 workers. Using questionnaires and interview schedules, primary data was gathered. Describing the data was accomplished via the use of graphs and tables and descriptive statistics. The research indicated that organizational leadership and structural improvements have a favorable impact on university personnel' performance. As the globe swiftly adjusts to the fast technological advances that lighten employee workloads and boost workplace efficiency and effectiveness, the study's findings demonstrate a significant influence on the performance of workers. A strong company culture stimulates cooperation and increases employee performance by creating synergy and momentum. Structure, leadership, technology, and company culture all had a favorable impact on employee performance, according to the findings of the research. University leaders were urged to modify their thinking about the effect of change management, leadership styles that enhance employee incentive to surpass anticipated outcomes, and a change process that is result-oriented in order to raise their employee's performance levels. **Komagan et al. (2016),** An Empirical Study on Advertising and Consumer Buying Behavior (CBB) in the Telecom Industry, with Particular Reference to Airtel. The idea of repurposing a brand in the twenty-first century is a novel one. Many changes have taken place since 2020 for Indian telecom companies, who are now battling for long-term viability in an increasingly competitive market. As part of a six-month plan to bring India into the digital age, Reliance Industries began offering free SIM cards, voice calls, and data. Participating in recreational activities allows businesses to become more engaged in their brands and better understand what their customers want, which helps them maintain and grow their consumer base. Mobile operators are being tested by methods such as free data, MNP and free SIM cards. Research was done in Hyderabad, India, using Ordinal and Nominal Scales, ANOVA, Chi-Square, and Descriptive Analysis to test the hypothesis. A link was found between advertising and consumers' tendency to multitask, as shown in the study. **Navaneetha et al. (2018),** Human resource management relies heavily on motivating individuals at work in order to get the most out of their abilities. Many businesses are devising innovative approaches to ensuring the safety of their workers. Employees that are more pleased at work are more likely to put in more effort to improve the company's productivity and profitability. The research examines workers' views on workplace motivating elements and uses statistical methods like factor analysis and chi-square tests to analyses the data. If a firm must manage its workers and keep them happy at work, the study's findings are quite valuable. The research aids in the retention of long-term workers in the organisation. **Kwayu et al. (2016),** In this research, they used a sociometrical lens to show how social media has impacted telecom organizations. Social media adoption and utilization by telecommunications companies are discussed in the study using a theoretical framework derived from strategic theories. In the first place, the sociometrical lens provides a focus on practice, which permits the correlation between public social media use and organizational practices, each of which

influences the other. Diamond is a well-known social media influencer, and Vodacom employs her to reach out to the audience. Public opinion and the organization's logical (strategic) response to the public influence the decision-making process. It was possible to describe how changes in the external environment influence internal (operational) practices of organizations by using ideas like strategic alignment. Social media's influence on product development in the telecom business, such as free WhatsApp, Facebook SMS, and Cheka Bombastic may be seen in this context: Finally, the research was able to analyses the intensity and dominance of the telecom business on the Facebook statistics page with the help of the social competitor theory. With an agential view on sociomateriality, we can see how actuality is created via actuality **(Kautz and Jensen 2013).**

III.   RESEARCH METHODOLOGY

In order to understand more about this issue, researchers did a study titled "The Effects of Motivation and Morale on Productivity and Human Performance." The purpose of this chapter is to describe the methods used to arrive at the conclusions presented in the previous chapter. Detailed information on how the data was collected and evaluated is provided in this part of the report.

Objective

- To analyze the organizational, management, and service elements of Bharti Airtel Limited, as well as the company's human resources development plans.
- To identify the motivation and morale elements that influence the productivity of Bharti Airtel limited employees.
- For the Bharti Airtel limited employee, the goal is to uncover motivation and morale variables that influence human performance.
- For the purpose of determining the impact of human performance on the productivity of Bharti Airtel employees

3.1 Research Design

This research is mostly descriptive. Surveys are used in descriptive research (Lans & van der Voordt; 2002) to gather information about various facts. Purposeful Sampling is a sampling technique that is utilized. Assemble the information you need to make informed decisions. Quantitative description is a generic way for grouping qualities. In this approach, the real significance of the acquired data may be seen from the viewpoint of the study objectives and essential assumptions. The study will make use of a descriptive research design. Descriptive research aims to provide more specific and accurate descriptions of events, occurrences, and circumstances.

3.2 Data Collection

Primary Data: To better understand the issue at hand, primary data will be acquired using the questionnaire survey method (Muntean & Târnăveanu, 2012). Workers at Bharti airtel in India's National Capital Region (NCR) and a small number of respondents from outside the NCR will be surveyed. **Secondary data:** Various publications, websites, and journals will be used to gather secondary data.

3.3 The Method

Survey techniques are used to gather data on a certain subject, with the results of the analysis utilised to draw a conclusion. For the purpose of obtaining data from Bharti airtel. To research a specific cultural field, focused sampling is more successful than non-probability sampling. Qualitative and quantitative research methods may be used in targeted sampling (Rani, 2016; Rooney, 2006).

Universe and Population
For the study "Impact of Motivation and Morale on Productivity and Human Performance," every respondent is a Bharti Airtel employee.

Sampling Technique
In order to determine the relationship between motivation and morale and productivity and human performance, this study makes use of the unique selection method of collecting data. So, Snowball sampling strategies are the most appropriate. An alternative primary data source that might be utilised in the research is nominated by one or more of the main data sources. The snowball sampling method relies on the initial responders' suggestions to generate additional new subjects. Because of using this sampling strategy, participants in the sample are drawn from a pool of people who were referred to them by others. According to the American Marketing Association, snowball sampling is the most popular approach for business studies that concentrate on a single organisation and collect primary data from employees of that firm. By having a single employee's contact information, you may use that person's assistance in recruiting other people to participate in the study

by providing their phone numbers. Using non-probability sampling, they begin with a small group of participants and then ask them to suggest others who should participate in the inquiry.

3.4 Need of Statistical Analysis

In certain cases, it's more relevant, but it's also less dependable, which is the primary focus of most studies. It's a simple way to do it. The fact that this is a confirmatory model ensures that all of the necessary data will be collected (indicators). If a few variables are attached to the same factor, each one is pre-loaded with a certain amount of data. For each model factor, Cronbach's alpha is calculated. Latent variables, on the other hand, are often referred to as independent or uncorrelated measures in statistical analysis. Using linear regression equations, logistic equations, and multinomial equations, it is possible to characterise the relationships between components.

Aim: Affecting productivity and human performance is motivation and morale.

3.5 Factors Extracted from Reviews

Employee Morale

A company's "morale" may be described as the way in which its personnel feel about working there, as well as their general approach on life. Employees with better morale than their peers are more likely to be content and motivated at work. In order for people to be happy at work, they must be engaged and satisfied with their work environment. The opposite is true for those workers who are unhappy with their work environment and often complain about the many aspects of the workplace, such as employee rules, workplace culture, and the amenities available to them. Their actions make this very clear. Employee morale is a complicated term since it is affected by a wide range of circumstances.\ When employees have a good attitude about their jobs, it reflects well on the company's culture. Your workers may have low morale if your company has a low morale or a culture of suffering. This might have an unfavorable effect on the productivity of your firm. First and foremost, it might lead to a higher rate of staff turnover.

1. A feedback system is a great way to keep in contact with your staff and keep them engaged. The best way to know how engaged or motivated your workers are is to conduct an employee engagement survey at regular intervals. As a result of the survey results, you'll get a sense of how they feel about themselves.

2. Managers are increasingly seen as coaches rather than taskmasters in the previous several decades. As a manager, they should be able to assist people in their professional development and advancement. A competent supervisor or manager will not only encourage their employees to do their best work, but will also assist them in resolving any difficulties that may arise.

3. In the same way that you can't expect to raise morale by creating a positive working culture, the opposite is true as well. New workers will find it easier to adapt to their new workplace if there is a positive work environment. New workers are particularly vulnerable to the ill effects of office rumors. A single bad phrase may have a significant impact on your employee Net Promoter Score," he explains. A person's or group's attitude or state of mind affects their readiness to work together. The environment of a company is heavily influenced by factors such as employee well-being. In order for an organisation to be successful, its members must be able to express their feelings about the organisation, its goals, and its policies.

They have a significant impact on the productivity and happiness of people. A person's level of happiness at work, or in their work group, is referred to as their "morale." His employer, his company, and his surroundings. Morale has been shown to be crucial in a wide range of scenarios, from combat to product manufacture, demonstrating its value. There are several factors that affect an organization's long-term viability, such as the level of morale, which includes things like excitement, personal satisfaction, and readiness to work together. The word "morale" appears a lot in organizational literature. Although it is a difficult and contentious subject to pin down, it is one of the most controversial and elusive issues that has yet to be resolved. Despite its significance, morale is generally ignored and misunderstood by business leaders. Others refer to it as "group emotion" since they believe that morale may be an individual or a collective experience. Almost all experts agree on the significance of good morale as a sign of a healthy atmosphere of behavior. An in-depth explanation of morale is thus required. The attitudes and feelings that an individual or group has toward the organization's goals are reflected in its morale, which is a critical component of its success. Individuals' productivity and contentment are directly impacted by their internal state of mind. They tend to refer to those with "high morale" as having "high morale" in the workplace. Morale refers to a person's enthusiasm for their job or lack thereof. Self-confidence, confidence in others, and confidence in one's future are all characteristics of a person with good morale. A person with high self-esteem believes that the work he or she is doing is important and that he or she is doing it effectively. As a result, he can handle small annoyances and operate under pressure without overreacting. The word "morale" is often used in the military and in sports and athletics teams during wartime. It refers to a sense of teamwork and camaraderie among individuals working toward a shared goal. It demonstrates a clear

level of personal dedication that is characterized by the behavioral symbols and symptoms. As a result of World War II, the issue of workplace morale became a hot topic for researchers. High morale appeared to be the key to success and production in those days." All of the managers began to cultivate and maintain a positive work environment. The word "morale" is usually defined as a person's state of mind or spirit. High morale is characterized by a positive outlook on one's own or a group's success. When used in the workplace, it refers to a willingness to take an active role in achieving an organization's goals

3.6 5 Factors Affecting Employee Morale

There are several aspects that contribute to employee morale. Employee morale is influenced by a distinct criterion, which we'll discuss here:

1. One of the most significant influences on employee morale is the company itself, which may seem counterintuitive. Attitudes regarding one's job are shaped by the organisation in which one works. For better or worse, a person's perception of an organisation may be shaped by their interactions with it.

2. The kind of job that person does at their place of employment has a significant impact on how happy they are at work. An employee's boredom is inevitable if they are required to execute the same work every day. An employee's status may worsen as a result. If workers feel that they're simply another gear in the system rather than a person, this might have a negative effect on morale.

3. Employee morale is influenced by several factors, including an employee's mental and physical health. If an individual isn't physically or intellectually fit, it might impede their advancement and learning at work. In addition to their age, education level, years of experience, occupational level, reward perception, and similar characteristics, there are additional essential aspects that affect their growth and hence their morale.

4. Employee morale is greatly influenced by the degree of supervision and feedback an employee receives. Organizational leaders and superiors are responsible for making sure that all workers understand and are on board with their company's objectives. However, workers' morale will soar if their job is unhindered by excessive meddling.

5. A good work-life balance is often taken for granted by most organizations. It is critical that workers have time to unwind while at work. In addition to the foosball culture and a huge food inventory, it's a lot more. It is critical that workers get the right direction and counselling they always need.

3.7 Motivation

Motivated people are those who are driven by a deep-seated desire to succeed, fueled by a strong want to satisfy their needs, wants, and desires. Goal-directed conduct is what motivates people. Motivated people are those who believe that a certain course of action will lead to a goal and a desired reward, one that will satisfy their needs and desires. Consumers are compelled to purchase because of the psychological stress caused by an unmet demand. As consumers, we seek to alleviate our stress by deciding on objectives that will help us achieve our desired outcomes. Identifying and meeting customer wants is at the heart of marketing. A common tactic amongst marketers is to meet previously unseen or unmet requirements. Consumers' fundamental demands remain constant, but the products that meet those needs might vary. The intensity and urgency of the need will determine the amount of motivation. There are a wide range of consumer motivation levels, depending on the importance of the transaction. Consumers' purchasing decisions are also influenced by familiarity with the product, status considerations, and total cost and value. A lack of motivation and limited involvement in decision-making is commonplace in situations when the satisfaction benefits are modest, such as in the purchase of everyday items like salt, sugar, tea, and shampoo.

IV. DATA ANALYSIS

4.1 Introduction

To gather data, we broke the question into four categories and sent it to 522 people. It's important to note that there are four distinct dimensions to consider: morality, motivation, productivity, and human performance. Employee morale, motivation, and productivity all play a role in the success of Airtel's telecommunications business. An attempt is made to determine the relationship between the various variables and how they impact employee output and output quality. We tried to include all types of respondents in our survey, including men and women of all ages, educational levels, and occupations, in order to examine the data from all angles. Male and female participants ranged in age from 18 to 60.

Covered 4 different year of work experience	Different job position like	Divided the respondent in different salary group like
a) time span of little more than a year b) 2–3-year period c) 3–8 years old d) Older than 8 years.	a) engineer (services) b) Maintenance Engineer at a construction site c) Executive Committee d) Worker with a High Level of Expertise e) Several more possibilities.	a) In this case, fewer than five million b) 5 to 12 Lakhs. c) More than 12 million a) Bachelor's Degree (a) b) Bachelor of Technology/Master of Technology c) Master of Business Administration (MBA) d) A normal graduate with a bachelor's degree e) Doctor of Philosophy (PhD). f) Others Also, Telecom Training Certificates: a) Yes b) No.

We've done the following analysis based on the responses we've received:

A survey of 522 employees was conducted in three age groups, as shown in the above table. For both Male and Female, it is apparent that we cover the whole age range. There were 76 females and 104 males between the ages of 18 and 30; 31 to 45; 93 males and 1102 males between the ages of 46 and 60. The same information can be seen in the graph to the right.
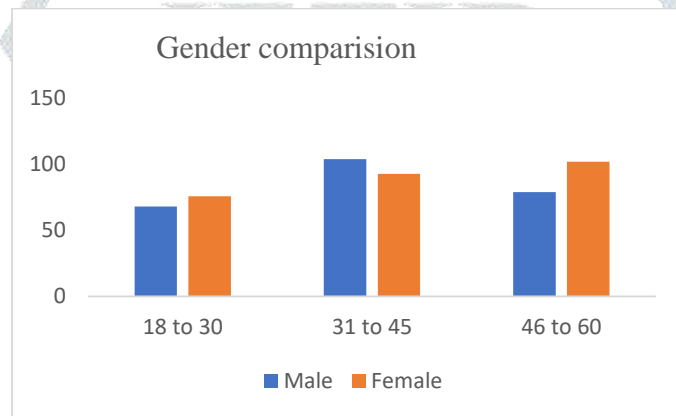

Fig. 3: Gender Comparison

People in their early 20s with less than one year of experience make up 40 people in the 18-30 age group, while those with one to eight years' experience make up 38 people. There are 54 people between the ages of 31 and 45, 63 people between the ages of 3 and 8 years, and 39 people beyond the age of 8 years. For those ages 46-60, there are 43 people with less than a year of experience, 49 with 1-3 years, 45 with 3-8 years, and 44 with more than 8 years. The graphical representation of this is provided below.
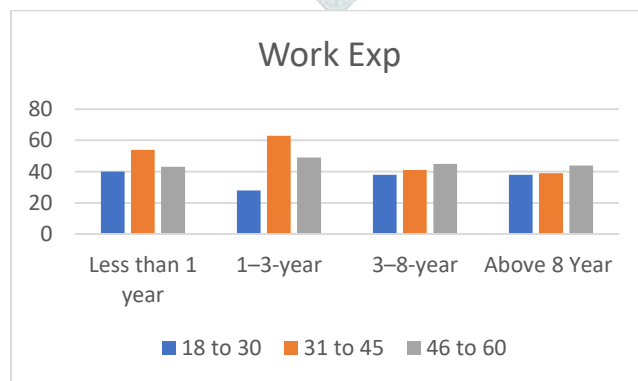

Fig. 4: Work experience

Here, we surveyed 522 people from a range of occupations, including 18 to 30 Services Engineers, 31 Site Maintenance Engineers, 28 members of the Management Team, 28 skilled workers, and another 26 people. 41 were Skilled workers, 42

were Site maintenance engineers, 44 were members of the management team, and 31 others were services engineers. Site maintenance engineer (42), manager (30), skilled worker (40), and 35 others make up 46 to 60 service engineers.
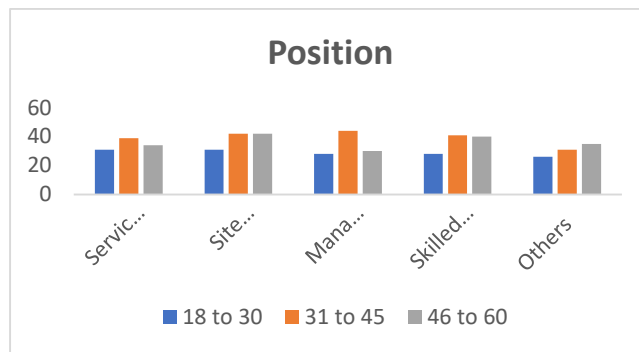

Fig. 5: Gender Position

The 522 questions in this part were asked to a variety of income levels: 18- to 30-year-olds, 36 to 12 year-olds, and 56 people with an annual income of more than 12 lakhs. 18- to 30-year-olds with an annual household income of less than 5 lakh rupees (70), 53 from 5 to 12 lakh rupees (53), and 74 from 12 lakh rupees (74). Those between the ages of 18 and 30 who earn less than 5 lakh 58, 63 and 61, respectively, have an annual income of between 5 lakh and 12 lakh.
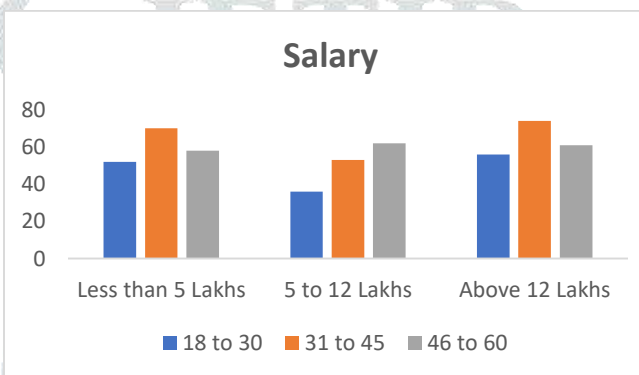

Fig. 6: Gender Salary

In this part, we've polled 522 people ranging in age from 18 to 30, 17 of whom have completed a diploma program, 21 who have a B.Tech. or M. Tech., 23 who hold an MBA, 26 who hold a normal graduate degree, and 31 others who hold a Ph.D. Diploma 38 people, 26 B. Tech/M. Tech 39 MBA 28 Normal Graduate 31 PHD and 35 other people who have completed their studies. 26 PhDs, 30 B. Tech/MTech. graduates, 27 MBAs, 32 non-thesis graduate students, and 33 others fall under this category.
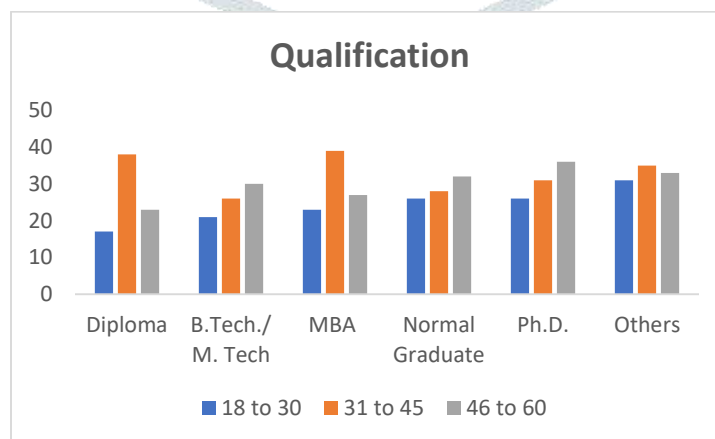

Fig. 7: Gender Qualification

For this portion, spoke with Telecom-certified people ages 18 to 30, 76 of whom were certified, 68 of whom were not, and 106 of those ages 31 to 45 who were certified, 91 of whom were not.
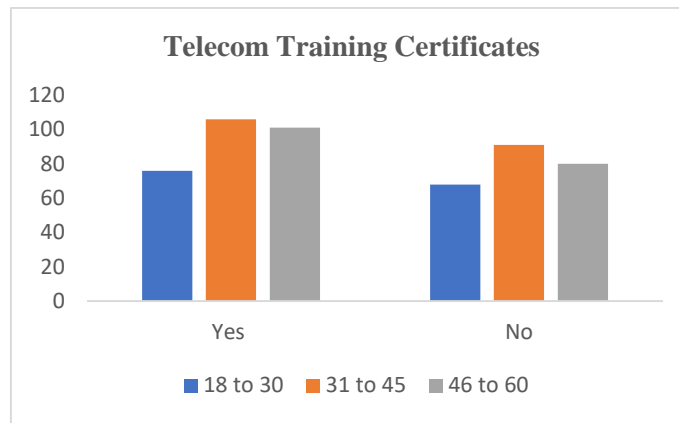
Fig. 8: Telecom Training Certificates

4.2 SEM analysis for Objective

Morale	Motivation	Human Performance	Productivity
ME1: Affirmation ME2: Communication and Clarity - ME2: In ME3: Be open and honest ME4: Customer Satisfaction; ME5: Employee Development ME6: Diversity in the Workplace ME7: Employee Appreciation 7	MO1: Salary Evaluation MO2: Having the correct people on hand is easy. MO3: Having a Job You Can Trust MO4: Acknowledgement and thanks for job well done. MO5: A feeling of gratitude. MO6: The Art of Good Management.	P1: Boosts to high-quality performance HP2: Improve your position based on favourable results. Achieving HP3 unlocks further benefits and bonuses.	PR1: An appropriate amount of effort leads to greater output. PR2: Good productivity is boosted by creative work. PR3: Productivity gains are made possible via teamwork. PR4: Productivity has been positively improved by the selection of the appropriate leadership and management team.

Exploratorily Analysis

Gender: a) Male b) Female
Age: 18 to 60
Year of Work: Either a) less than 1 year b) 1–3 years c) 3–8 years d) More than 8 Years
Position: The following are examples of service professionals: a) services engineer; b) site maintenance engineer; c) management team; d) skilled worker; e) others
Salary: less than five lakhs b) five to twelve million dollars c) above twelve million
Qualification: Either a bachelor's degree or a master's degree is required, as well as a bachelor's degree or a master's degree.
Telecom Training Certificates:
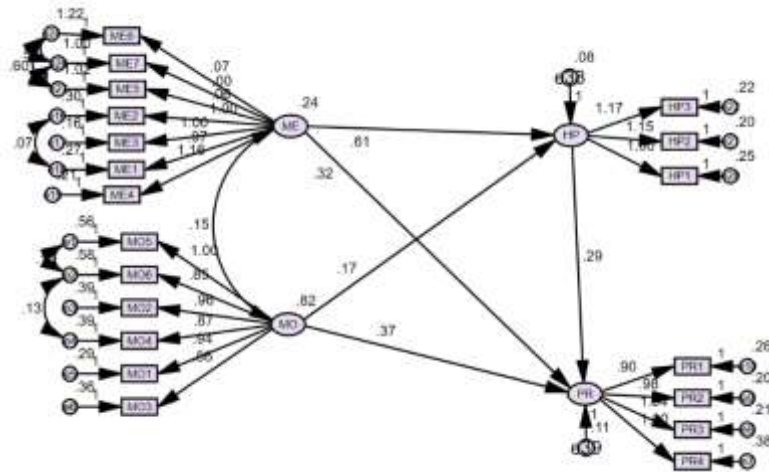 a) Yes b) No

Regression Analysis through SEM

Fig. 9: Regression Analysis through SEM

The bare minimum was met.
In other words, the chi-square value is 329.693.
Number of possible outcomes = 158

Probability level = .000

Table 1: Model Fit Summary

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	329.693	158	.000	2.087
Saturated model	210	.000	0		
Independence model	20	5492.845	190	.000	28.910

Table 2: Regression Weight

			Estimate	S.E.	C.R.	P
HP	<---	ME	.615	.062	9.975	***
HP	<---	MO	.173	.025	6.935	***
PR	<---	ME	.321	.083	3.858	***
PR	<---	MO	.366	.037	9.982	***
PR	<---	HP	.294	.096	3.049	.002

A critical ratio of 9.975 in absolute value has a less than 0.001 chance of occurring. Therefore, the regression weight for ME is substantially different from zero at a level of 0.001 in terms of HP prediction (two-tailed). A critical ratio of 6.935 in absolute value has a less than 0.001 likelihood of occurring. So the regression weight for MO in predicting HP deviates from zero by a substantial amount (at least 0.001) (two-tailed). Only 0.001 percent of the time may you acquire an absolute value critical ratio as great as 3.858%. At the 0.001 level, the regression weight for ME in the prediction of PR is statistically distinct from zero (two-tailed). A critical ratio of 9.982 in absolute value has a less than 0.001 chance of occurring. At the 0.001 level of significance, the regression weight for MO in the prediction of PR differs from zero (two-tailed). A crucial ratio of 3.049 in absolute value has a.002 likelihood of being achieved. This means that HP's regression weight in predicting PR is substantially different from zero at the level of p = 0.001. (two-tailed).

4.3 Findings

Because the probability value is 0.00, the influence of ME and MO on HP is statistically significant. Even if the probability value is below the 0.05 threshold of significance, having the same ME and MO significantly impacts PR. Even if the probability value of 0.00 is less than 0.05, HP significantly affects PR.

V.   CONCLUSION

Recruitment, training, compensation, policies, and retention strategies for employees are all part of human resource management (HRM). There have been several advancements in human resource management over the last twenty years, making it even more critical for firms today. When it comes to the field of human resources management (HRM), administrative tasks like processing payroll, sending birthday cards to staff, arranging vacations for the company, and making sure all essential documentation is done are still the norm. Effective human resource management ensures that an organization's purpose is carried out and its cultural values are upheld. In order to achieve the company's goals, HR managers may assist in the recruitment of new personnel as well as the ongoing education and training of present employees. New goods and services may also be developed with their help. The health of a firm can only be maintained or improved if its employees are happy and productive. In order to ensure that the company remains competitive, human resource managers might perform a study of the current situation of the labour market. Workers should be compensated, activities should be arranged to prevent them from overworked, and job duties should be updated to match current market realities, among other things.

The purpose of this study was to learn more about the "Impact of Motivation and Morale on Productivity and Human Performance" thesis research. "The Effect of Motivation and Morale on Productivity and Human Performance" was the focus of the present study. This investigation's goal is to offer a breakdown of the steps used to get at the findings. The methodology, sample size, and techniques utilised in this section of the study will be explained to you here. A total of 522 participants took the time to answer the survey question, which was divided into four parts for the sake of analysis. Morale, motivation, productivity, and human performance are all factors in measuring human performance. The goal is to learn how Airtel telecoms industry employees' morale and motivation boost productivity and performance. In order to better understand how these variables, affect employee productivity and performance, there were a total of 20 questions answered. Additionally, this thesis aimed to include individuals of all ages, backgrounds, and occupations in this survey, so that it could check all of the criteria in all parts of human life. All participants, male and female, from the age of 18 to 60, were grouped into age brackets. Finally, we'll talk about how a structural equation modelling technique to estimating the impact of a variable's effect on observable variables has been used to analyse what factors affect human performance and productivity. The probability value of 0.00, which is less than the 0.05 threshold of significance, shows that HP is considerably impacted by morale and motivation. The probability value of 0.00, which is less than the 0.05 level of significance, shows that the same level of Morale and Motivation has a significant impact on Productivity. Furthermore, the probability value of 0.00, which is less than the 0.05 threshold of significance for the association, shows that Human Performance has a significant impact on Productivity.

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