



A STUDY ON EMPLOYEE MORALE IN NGA STEEL PVT.LTD AT SANKARI SALEM

R.KARUNYA

MBA(FINAL YEAR STUDENT)

Department of Business Administration

Dhanalakshmi Srinivasan College of Arts and Science for Women

(Autonomous), Perambalur

Mrs.A.REBACCAL

Assistant professor, Department of Business Administration

Dhanalakshmi Srinivasan College of Arts and Science for Women

(Autonomous), Perambalur

ABSTRACT

Morale plays vital role in the organization success. High morale keeps the employees loyal to the job, profession and organization. This leads to employee commitment and sincerity. The committed and sincere employers plan not only their individual work but also the work of the group and the entire department. Further, the committed employees contribute their human resource to the maximum extent to the job. It leads to improved performance and productivity. This paper outlines the employee morale from TIDC Private Limited. Sample sizes of 20 employees were taken in order to conduct research, and random sampling technique was used in order to conduct the survey. The data was collected by interviewing the respondents with the help of a structured questionnaire.

Keywords: Organization Benefits, Small Group Activities, Skills Development.

INTRODUCTION

Employee Morale refers to an attitude of satisfaction with a desire to continue and strive for attaining the objectives of a factory. Morale is purely emotional and it is an attitude of an employee towards his job, his superior and his organization. It is not static thing, but it changes depending on working conditions, superiors, fellow workers pay and

so on. When a particular employee has a favorable attitude towards his work, he is said to have high morale. In the organization context, we usually talk of group morale as each person has an influence over the other's morale.

REVIEW OF LITERATURE

Lalla (2009) conducted a study to examine the impact of merger on the employees of Tshwane University of Technology and how to minimize the impact by successfully managing the merger process. Data was collected from 72 respondents by using questionnaire and was analyzed by using SPSS version 13.0. The researcher concluded that mergers definitely had an impact on the employee's personal and professional perspective. Further the researcher also concluded that mergers had negative impact on job security, promotional opportunity, management relationships, performance standards, communication, relationship with colleagues etc.

Riley (2009) conducted a study in a non-profit agency (ACHIEVE) to check the problems of high employee turnover. The objectives of the study were to find out the causes that leads to maintain or terminate employment and what strategies were implemented by ACHIEVE to improve employee retention rates. Data for this study was collected from 287 employees. The researcher concluded that employee satisfaction and employee retention is a multifaceted problem and measured relationship, personal growth and system maintenance to curve the problem of high employee turnover.

Djati and Adiwijaya (2010) conducted a study to find out the relationship between employee morale and organizational commitment towards Organizational Citizenship Behavior (OCB) and OCB towards service quality performances. Data was collected from 133 respondents taken from administrative staff of 5 private universities in Surabaya – Indonesia. The researchers concluded that there was positive and significant relationship between employee morale and organizational commitment towards OCB and OCB towards service quality performance of employees.

Spangenberg (2010) conducted a study to know the level of morale at public and private sector banks and the differences in the perceptions of employees (managers and staff level) regarding the organizational culture and to find out the relation between organizational culture and employees morale. 120 questionnaires were distributed to employees of 3 public sector and 2 private sector banks and 91 usable questionnaires were collected. The researcher concluded that morale in employees of private sector banks is higher than public sector in all five indices of employee's morale and there were significant differences for all eight values of organizational culture in both types of banks. The findings also shown that organizational culture had positive impact on the employee's morale.

Kube et al. (2011) conducted a field experiment to check whether employee's performance was affected by wage cuts or wage raise. Data was collected from library to be catalogued and task was to enter description of books into an electronic data base. Data was collected in three phases in the year 2006, 2008 and 2011. The researchers concluded that wage cuts had a detrimental and persistent impact on performance whereas wage raise did not result in any productivity gains.

RESEARCH METHODOLOGY

Descriptive Research: The Research configuration utilized in the investigation was Descriptive Research plan. It incorporates reviews and reality finding expects of various types. The significant reason for portrayal

research plans, as it exists as of now. The principle characteristic of this strategy is that the scientist has no control of factors; he can report just what has occurred for sure is going on.

Sampling Method: In this examination helpful testing strategy is utilized in choosing the examples.

Population: The populace includes 180 workers.

Frame: The Frame contains the workers of NGA Steels

Sample: The universe of the examination incorporates labourers above. In NGA steel Industry, the complete number of worker is 950. 70 workers are chosen for the investigation.

Data collecting method: Primary information assortment was done through structure survey. Optional information was gathered from organization records.

Primary Data: Primary information are those which are gathered a new and interestingly and accordingly end up being unique in character. Essential information can be gathered either through test or through study.

Secondary Data: The auxiliary information then again are those which have effectively been gathered by somebody

Data Collection Instrument: The instrument utilized for the gathering information was an organized poll. The poll comprised of 25 inquiries, with a Combination of yes or no and five scale questions.

ANALYSIS AND INTERPRETATION

Figure 1. Graph showing Organizational inspiration for the employee

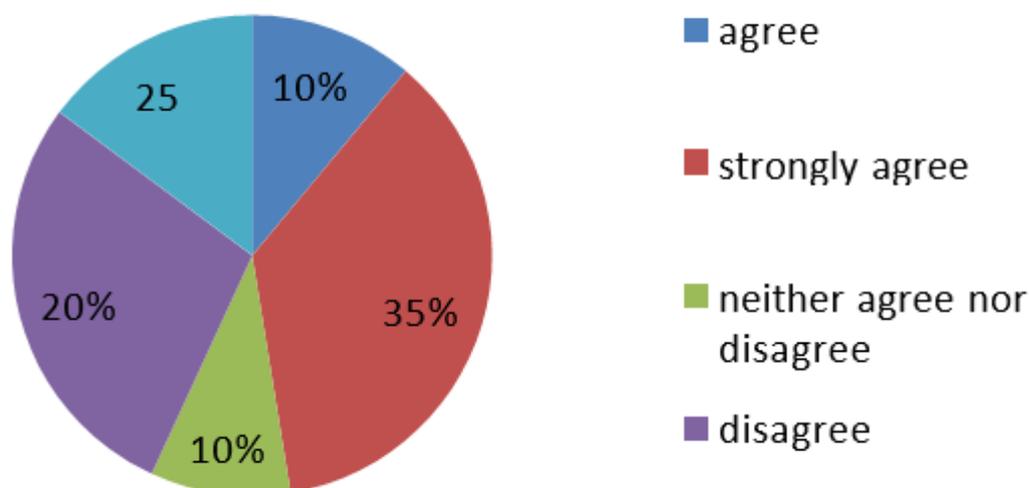


Table 1. Organizational inspiration for the employee

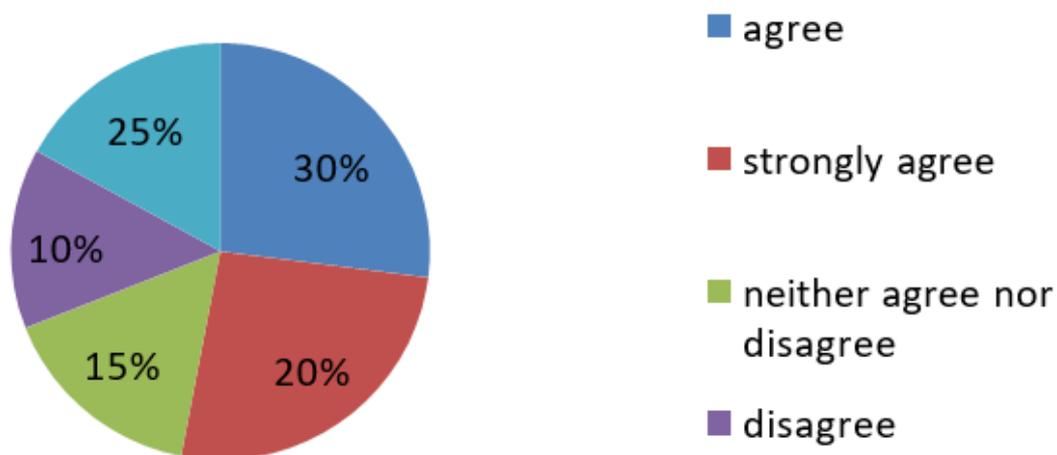
Attributes	No of persons respondents	Percentage
Agree	25	35%
Strongly agree	10	25%
Neither agree nor disagree	20	10%
Disagree	15	20%
Strongly disagree	30	10%
Total	70	100

Interpretation

According to the table above, inspiration elicited a response from 33% of employees. The majority of the employees look up to the company as a source of inspiration. This inspiration might come in a variety of forms. It could be as a result of the company's assistance or support. Every employee in every organization needs to be inspired on a regular basis.

Figure 2. Graph showing Employee excitement and enthusiasm about their job

CHART 4.4



Table

2. Employee excitement and enthusiasm about their job

Attributes	No of persons respondents	Percentage
Agree	20	25%
Strongly agree	15	30%
Neither agree nor disagree	30	15%
Disagree	25	20%
Strongly disagree	10	10%
Total	100	100

The level of enthusiasm among an organization's employees is critical. Only when staff are enthusiastic about their task will they be able to finish it more quickly and accurately. They would be able to focus better on their work. In Appliances, 37 of the 70 employees who replied to the sample questionnaire seemed to enjoy their work. 11 employees couldn't decide on their level of enthusiasm. 22 persons stated that they were dissatisfied with their jobs.

CONCLUSION

Spirit is mental idea. Spirit isn't a reason yet rather the impact or consequence of many turning out badly. Confidence wanders from one individual to another, industry to industry, level of training age, nature of work and so forth Assurance might be range from exceptionally high to extremely low. By this examination we learned that there showing different group which impacts confidence and efficiency of the representatives each as Social Security measures, government assistance offices, compensation status, Bonus, health condition, shift framework and acknowledgment of work are getting a lot of significance. To close representative assurance assumes vital part in each association. Great worker spirit is the vital job for achievement of the association. Except if a representative has helpless spirit if consistently a chance of worker disharmony and furthermore influence smooth running of the association. This study has various implications for future research, despite its limitations.

REFERENCES

- Lalla, V., (2009)**, "The Impact of the Merger on the Employees of Tshwane University of Technology", Available at <http://upetd.up.ac.za/thesis/available/etd-04122010-140704/unrestricted/dissertation.pdf>. Accessed on 09.01.2012 International Journal of 360 Management Review, Vol. 06, Issue 02, October 2018, ISSN: 2320-7132 315
- Riley, B. K., (2009)**, "Employee Retention: An Empirical Study of Direct Care Employees at ACHIEVE", Available at http://www2.binghamton.edu/ccpa/publicadministration/current_students/capstone/Bridget%20Riley.pdf. Accessed on 21.05.2011.
- Djati, S.P. and Adiwijaya, M., (2010)**, "The Influence of the Morale and the Commitment of Administration Staff Towards the Organisational Citizenship Behavior and its Impact Towards Service Quality Performance at Private Universities in Surabaya - Indonesia", Available at <http://puslit2.petra.ac.id/ejournal/index.php/man/article/shop/17741/17670>. Accessed on 21.07.2011.
- Spangenberg, S. V. B., (2010)**, "Effects of Organisational Culture on Employees Morale", Available at <http://www.scribd.com/doc/37041992/Effect-of-org-culture-on-employee-morale>. Accessed on 18-05-2011.
- Kube, S., (2011)**, "Do Wage Cuts Damage Work Morale? Evidence from a Natural Field Experiment", Available at <http://www.iew.uzh.ch/wp/iewwp471.pdf>. Accessed on 07.01.2012.