



A Study on Employee Morale and Its Impact on Employee Efficiency at Tata Technologies

Dr. Sheetal. Khandre

Assistant Professor,

Sinhgad Institute of Management,
Vadgaon (Bk.), Pune, India

Mehzabin. Pithawala

MBA Student

Sinhgad Institute of Management,
Vadgaon (Bk.), Pune, India

Shweta. Ahir

MBA Student

Sinhgad Institute of Management,
Vadgaon (Bk.), Pune, India

Abstract— *Morale is difficult to find, catch or achieve. It is difficult to define, control or measure. But it exercises a great power over the human relations in organizations. Morale is a term used widely. It refers generally to a feeling of enthusiasm, energy, confidence in individuals or groups so that they are able to match with the tasks assigned to them. Morale is a combination of components of employee's diverse reactions to, feelings for, his job, his working conditions, his superiors, his organizations, his fellow-workers, his pay and so on. Emotions, sentiments, feelings, attitude and motives- all these combine and lead to a particular type of behaviour on the part of an individual or his group.*

Keywords— *Morale, pessimistic, phenomenon.*

I. INTRODUCTION

There are various authors who has defined morale differently. Fippo has described morale” as a mental condition or attitude of individuals or groups which determines their willingness to co-operate. Good morale is evidenced by employee enthusiasm, voluntary conformance with regulations and orders, and a willingness to co-operate with others in the accomplishment of organizations objectives. Poor morale is evidenced by surliness, in subordination, a feeling of discouragement and dislike of the job, company and associates”.

According to yoder,” morale is a feeling, somewhat related to esprit de corps, enthusiasm or zeal. For a group of workers, morale, according to a popular usage of the word, refers to the overall tone, climate or atmosphere of work, perhaps vaguely sensed by the members. if workers appear to feel enthusiastic and optimistic about group activities, if they have a sense of mission about their job, if they are friendly with each other, they are described as having a good or high morale. If they seem to be dissatisfied, irritated, cranky, critical, restless and pessimistic, they are described as having poor or low morale”.

Morale is concerned with groups or individuals. a person’s or an individual morale is concerned with knowing one’s expectations and living up to them. If an individual is aware of his own needs and the way to satisfy those needs in most of the cases he has a high morale. Group morale and individual morale may not necessarily be identical but are interrelated. they have an effect on each other. Employee morale is a difficult phenomenon and is influenced by many other factors in the organization.

II. OBJECTIVES

- To assess the level of morale of the employees at Tata Technologies.
- To find the various factors leading to employee morale in the organization.
- To suggest measures of improvement of the morale of the employees in the organization.

III. HYPOTHESIS

The impact of employee morale on employee efficiency is significant

Research Methodology

The research design used is descriptive in nature the procedure using questionnaire, and analyzes these to make critical evaluation of the performance.

Methodology adopted:

1. Sources of data collection:-

Data is collected through primary and secondary sources

Primary Source of data:-

Data is collected using Questionnaire Method.

Secondary source of data:-

The data is collected using internet websites.

Sampling

Sample Design

Universe of Study: Universe covers the whole defined finite on which the study is based. The whole study is carried in Tata Technologies. The universe was all the employees of Tata Technologies.

Sampling units: The sampling units of the research study within the organization.

Sample Size: Sample size of the research is 50 samples.

Sample method: The sample has been collected through Questionnaire.

IV. DATA ANALYSIS AND INTERPRETATION

Q. 1) Are you happy with the working hours?

Table No. 1

Are you happy with the working hours?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	8	16
Agree	27	54
Disagree	13	26
Strongly disagree	2	4

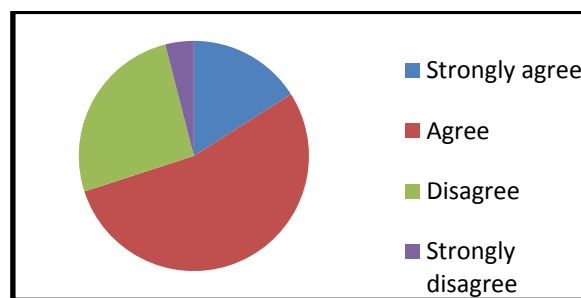


Fig. 1

Interpretation: According to the analysis 54% of employees are happy with the working hours.

Q.2. Are you satisfied with the working conditions at your work place?

Table No. 2

Are you satisfied with the working conditions at your work place?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	10	20
Agree	35	70
Disagree	4	8
Strongly disagree	1	2

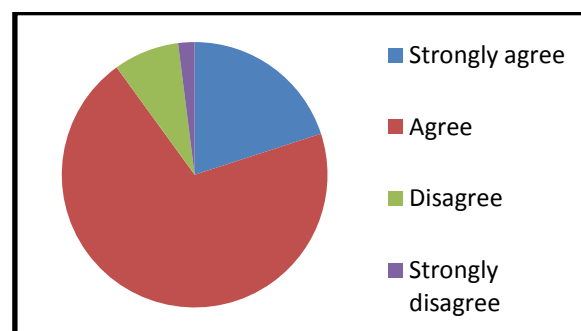


Fig. 2

Interpretation: According to the analysis 70% of the employees agree that they are happy with the working conditions

3) Does your management take any efforts or initiatives in overall development of the employees?

Table No. 3

Does your management take any efforts or initiatives in overall development of the employees?	Total No. of Persons	Percentage

No. of respondents	50	
Strongly agree	6	12
Agree	26	52
Disagree	16	32
Strongly disagree	2	4

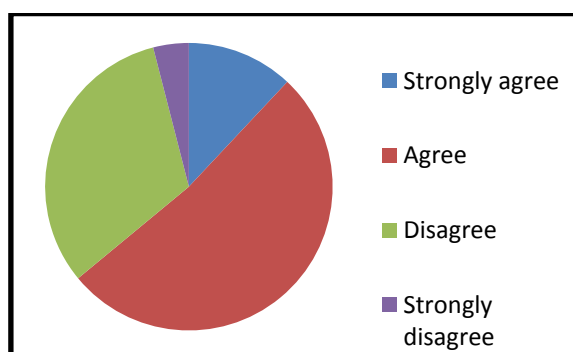


Fig. 3

Interpretation: As per the analysis 52% of the employees agree that the management takes efforts or initiatives in their overall development.

4) Does your company take care of your security and health?

Table No. 4

Does your company take care of your security and health?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	13	26
Agree	33	66
Disagree	4	8
Strongly disagree	0	0

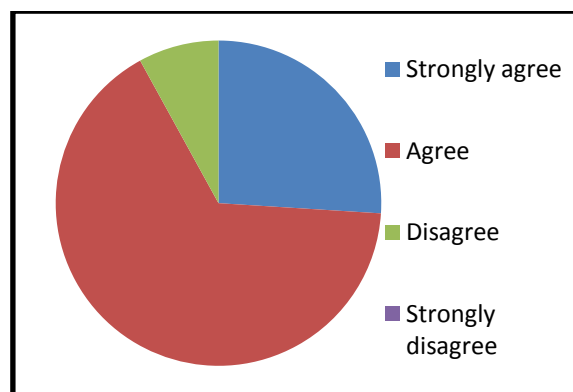


Fig. 4

Interpretation: 66% of employees agree that the company takes care of their security and health.

5) Are you happy with the leaves and holidays provided by the company?

Table No. 5

Are you happy with the leaves and holidays provided by the company?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	13	26
Agree	19	38
Disagree	11	22
Strongly disagree	7	14

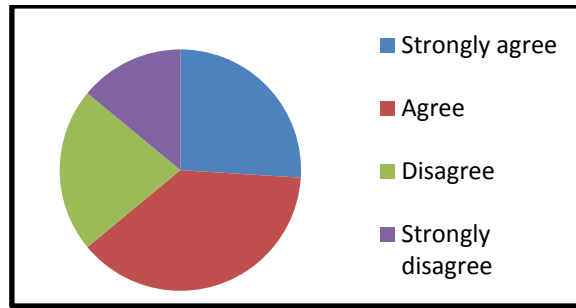


Fig. 5

Interpretation: According to the analysis 38% of the employees are happy with the leaves and holidays provided by the company.

6) Are you allowed to talk freely with the management?

Table No. 6

Are you allowed to talk freely with the management?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	6	12
Agree	26	52
Disagree	16	32
Strongly disagree	2	4

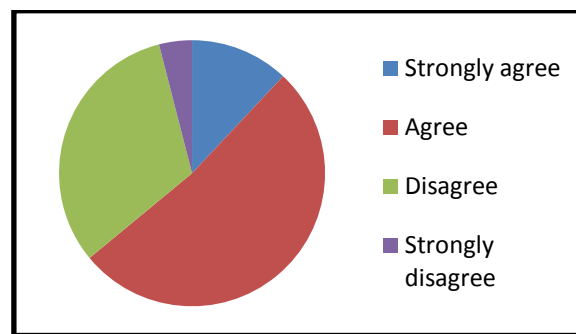


Fig. 6

Interpretation: As per the analysis 32% employees of employees are allowed to talk freely with the management.

7) Is your special talent being encouraged by your supervisor?

Table No. 7

Is your special talent being encouraged by your supervisor?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	5	10
Agree	30	60
Disagree	12	24
Strongly disagree	3	6

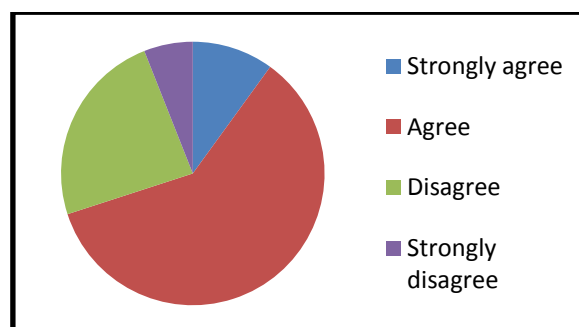


Fig. 7

Interpretation: 60% employees agree that their special talent is been encouraged by the supervisor

8) Are you satisfied with your job?

Table No. 8

Are you satisfied with your job?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	8	16
Agree	32	64
Disagree	7	14
Strongly disagree	3	6

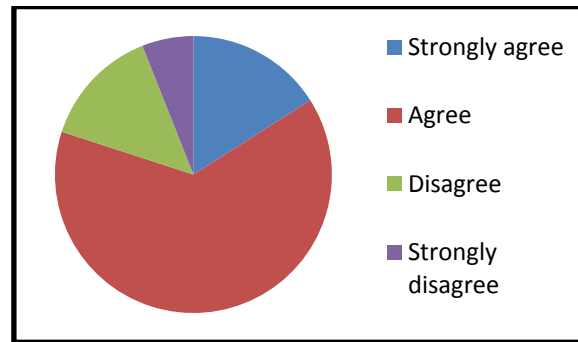


Fig. 8

Interpretation: According to the analysis 64% employees are satisfied with their job.

9) Does your company value staff views and staff participation?

Table No. 9

Does your company value staff views and staff participation?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	2	4
Agree	35	70
Disagree	12	24
Strongly disagree	1	2

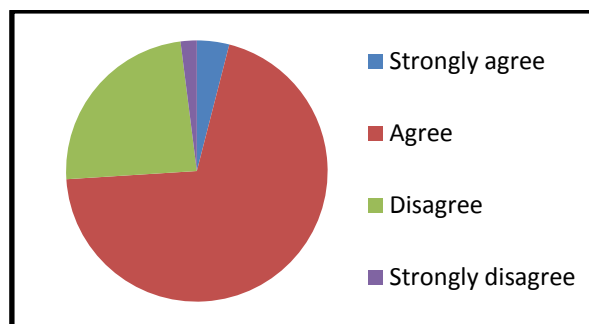


Fig. 9

Interpretation: As per the analysis 70% employees agree that their company values staff views and staff participation.

10) Does your company provide you with job security?

Table No. 10

Does your company provide you with job security?	Total No. of Persons	Percentage
No. of respondents	50	
Strongly agree	16	32
Agree	24	48
Disagree	3	6
Strongly disagree	7	14

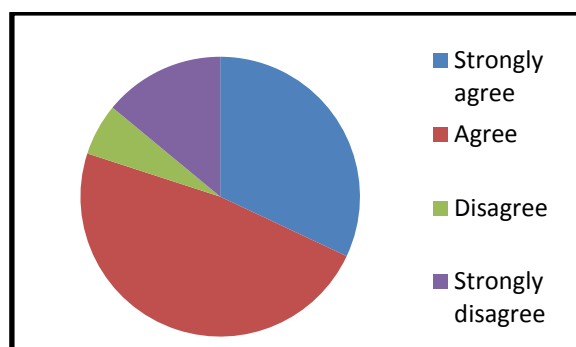


Fig. 10

Interpretation: 48% employees are provided with job security by the company.

V. SUGGESTIONS

- The company should pay more attention towards needs of employees and encourage their special talents.
- Management should provide better incentives to employees that would result in high productivity and morale.
- Supervisor should co-ordinate with the workers in more friendly manner and offer them better recognition and needed guidance.
- On regular basis management should provide performance wise appraisal.
- Management should provide opportunities for career development in the form of higher education.

VI. CONCLUSION

- High or good morale is of tremendous importance for a management and its employees.
- What affects the employee morale are the organization itself, nature of work, level of satisfaction, feedback received, concept of self, workers perception of the past rewards and future opportunities for rewards, age of the employees, employee qualification and occupational level and activities of employees.
- Morale and productivity are interrelated as productivity leads to high morale and with the increase in high productivity ones morale also increases.
- Morale is a psychological concept. Morale differs from individual to individual and from organization to organization.

REFERENCES

- [1] Yoder, Dale, Personnel Management And Industrial Relations, 1972, P. 527
- [2] Flippo, Edwin B., Principles of Personnel Management, 1961, P. 416-17
- [3] Leighton Human Relations in a Changing World, P.78
- [4] Barbara J. Fretwell, (2002): Promoting Organisational Competency: A Solution to increasing employee Morale and Customer Satisfaction.
- [5] Patel Bhooru and Tarjani Desai (2013) Effect of Workplace fun on employee Morale and Performance. International Journal of Scientific Reference.
- [6] <http://www.entrepreneur.com/article/220000>
- [7] <https://www.melcrum.com/research/change-crisis-communication/three-stage-strategy-improving-employee-morale>
- [8] <http://humanresources.about.com/od/glossary/g/employee-morale.htm>
- [9] <https://www.go2hr.ca/articles/positive-employee-morale-benefits-your-business>