

AN EXAMINATION OF EFFECTIVE COMMUNICATION MOTIVATION AND WORK SATISFACTION IN A SAMPLE OF BIG CORPORATIONS

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ABSTRACT

The success of every business is directly proportional to the level of drive and contentment shown by its workforce. There is a correlation between a high degree of employee satisfaction and a lower incidence of turnover. As a consequence of this, the priority of each and every company should be to ensure that its employees are content in their work. The level of motivation inside an organization is one of the most important factors that determines its level of performance. Every single one of an organization's resources would be squandered if its workers weren't inspired to make effective use of the resources at their disposal. The leadership of any firm is responsible for motivating lower-level employees to behave in a suitable manner. The ability of a person to inspire the actions of others is directly correlated to that person's productivity in the job. Employees may be effectively motivated by management via the use of motivation, which is an effective technique. Employees' incentive to work may be increased via motivation, which in turn improves the organization's efficiency and effectiveness (Herberg, 1969).

An employee's improved performance is unquestionably the outcome of his favorable work experience at the company, as shown by the fact that he is pleased in his work life. This concept is referred to as job happiness. It varies from person to person and depends on the vocation being considered. The characteristics of the work itself, the way the employee is seen by their colleagues, and the way the person thinks about and approaches the tasks they are assigned are the primary factors that influence job satisfaction. The type of the salesperson's employment and the atmosphere of the workplace, both of which he finds enjoyable and satisfying, or vice versa, will affect the level of satisfaction he derives from his work. It has been shown that feeling fulfilled in one's work may be an effective strategy for mitigating the negative effects of role conflicts and the strain that is caused by one's work. As a direct consequence of this, there is less employee turnover.

Keywords:- Every, level and effective etc.

INTRODUCTION

Unions have been defined as the social design for the organized display of common goals. They exist primarily for two motives: to increase benefits or investor confidence. Recent governance trends are energizing the convergence of representatives' needs with those of organizations. Growing profit through expansion and increased share value should not be the primary motivation for businesses. Individuals should be at the forefront of the business system, and HR should always be working to aid specific organisations. The importance of the HR board's role in improving overall organisational performance along these lines cannot be overstated.

Workplace fulfilment and inspiration are critical, primarily in the 21 st century, as workers have grown more educated about their rights and responsibilities in the workplace. According to the Work Fulfillment Concept, there are elements within and without an organisation that determine how satisfied its representatives are. These difficulties include the organization's structure, role culture, and internal politics.

The size, type, and creativity of an organisation have an impact on its ability to fulfil or rouse its members. Large-scale variables such as political, legal, natural, and financial circumstances might affect an organization's ability to fill positions, as well as specialist fulfilment and persuasive needs. Workplace economic conditions and business models in the industry in which an organisation operates also effect how far an organisation will satisfy its employees.

A motivated and fulfilled workforce can undoubtedly help to boost productivity. This list includes a few individual characteristics of workers that can effect their level of satisfaction. Aged, size, training, post engaged, and amount of dosage are all segment considerations. Work contentment, he continued, has an important role in increasing worker awareness and minimising representative non-attendance and tiredness at work. It is widely known that job satisfaction can save costs by reducing unexpected defects, blunders, and turnovers, resulting in increased performance and economic and modern development, which is a major driver for most businesses.

EFFECTIVE AND INEFFECTIVE COMMUNICATION IN ORGANIZATIONS

All organisational cycles are dependent on how people behave and how they communicate with one another. The letter exchange is a mirror of hierarchical behaviour, from approach and authority to worker collaboration efforts. The leaders' task in any organisation is to raise awareness of the importance of effective correspondence in the organisation and to strongly influence reps' career advancement through correspondence. As a result, they could increase employee job satisfaction and, more importantly, encourage them to stick to their employer's standard benefits. Interactions in an organisation refers to open lines of communication, smooth data interchange between offices and workers, data analysis related to navigation, internal contact within the organisation, and other factors. As a result, the focus is not on workers' and managers' interpersonal skills, nor on data sharing within the organisation, data planning, and messaging strategies, all of which result in superior correspondence.

Inadequate communication can lead to personal and professional disappointment, as well as conflicts among employees within a company. Ineffective correspondence typically causes problems in the operation of business operations within an organisation since it reduces work efficiency. Language choice is an example of how connectivity can be ineffective. In both models, if a human engages in a language that the other person does not understands, or if an individual composes a note to anyone that has difficulty understanding it, dialogue will fizzle. ' Insufficient or ineffective correspondence is likely to have the most obvious effects on employees. If individuals have no understanding what is asked about them or how changes affect them, the repercussions for spirit, motivation, and psychological accord can be disastrous.

Other than the above depicted degrees of correspondence, it perceived four essential elements of correspondence; controlling, inspiring, profound articulation and data displayed in FIGURE 2. Inside the association, a standard degree of command over authoritative individuals should be available as well as a smooth transmission of data important for supporting dynamic cycles. The capacity of controlling correspondence at work is available in proper correspondence when representatives, for instance, need to follow the organization strategy and their expected set of responsibilities. Conversely, casual correspondence controls the way of behaving, for example, while working gatherings prods a colleague who works a ton.

LITERATURE REVIEW

(*Pongton & Suntrayuth, 2009*) mentioned that communication has a significant part in the success of any organization's company. A company's ability to communicate effectively is critical to its success. In recent years, there has been a significant amount of research that suggests that effective organizational communication increases the probability of a company being effective. Official management, in fact, consists of a series of interrelations. Organizations come to life as a result of communication, particularly when all members of the organization participate. Any investigation of how much time managers spend communicating with their colleagues must begin with an examination of how communication works in an enterprise. Proper management is founded on effective discussion and cooperativeness, honesty, kindness, and a dedication to conversation rather than monologues as the foundation of the organization. Clear communication is also a critical component of achieving business results. Numerous study results have revealed that proper leadership of the communication process has a positive impact on the overall performance of a business.

(*Kalani & Hayase, 2009*)—This study examined both organizational communication and the method through which messages are disseminated, referred to as communications. Internal communication is operationally defined as the exchange of information both informal and formal between management and employees within the organization. Communications are operationally defined as the technology and systems used for sending and receiving messages. Communications may include: newsletters, circulation materials, surveys, meetings, in-house television, face-to-face interactions, email, hotlines, suggestion boxes, Intranet, Internet, telephone calls, videoconferences, memos, letters, notice boards, formal presentations, reports, open forums, blogs, and wikis. While effective communication should be the goal of any organization, merely communicating is the first step. An organization that is silent can experience the worst outcomes as it forces employees to speculate, listen to the grapevine and turn to the media for information about their company. In times of change and challenge, communication can be the key to sustaining the business

(*Rajhans, 2009*) shown that doing business nowadays is very difficult all around the globe. To remain successful in today's very tough and intense globalized economy, it is essential to handle all aspects of production, including people, machines, and raw materials, strategically. The human capital is the most difficult task among the components of production since, unlike other resources, effective personnel

management requires the skillful manipulation of ideas, sentiments, and emotions in order to achieve maximum output. The importance of organizational communications in this situation cannot be overstated. Traditional management practices have dictated that managers spend the bulk of their time talking in some way or another.

(Stacho, 2009) "It is stated that communication has a substantial influence on the amount of use of human resources, not only in terms of a company's innovation initiatives, but also in terms of the level of use of human resources in general. When the nature of the job necessitates collaboration among numerous personnel, an effective communication flow is extremely critical. When information flow has to be accelerated, when greater comprehension of an announcement needs to be obtained, and when common efforts need to be coordinated, it is also employed. Investing in digitalization and real-time information tools with value-adding features such as the ability to create dialogues between internal stakeholders, along with training managers in the field of effective information sharing towards and from employees, are some of the recommendations made by the paper's authors to eliminate the identified communication barriers.

(Sethi & Seth, 2009) It has been argued that the fundamental communication process begins when a fact is observed or an idea is developed by a single individual. It is up to that individual (the sender) to decide how to translate the vision into an information, and then how to transmit the information to another person using some kind of communication media. The receivers then must interpret the message and provide feedback in real - time, confirming that the information has been grasped and that the appropriate action has been done as a result. The unfortunate reality is that communication breakdowns may occur at any point throughout the effective communication.

(Shrivastava & Prasad, 2009) According to the findings of the research, efficient communication is an ability that must be properly developed in the workplace in order to get greater job productivity and outcomes. Effectiveness and employee and organisation effectiveness are both increased when there is efficient communication in the workplace, according to a number of studies. It is a basic need for all administrative functions to be in place. It is defined as follows: Workplace communication is the method of transmitting data in such a way that one may be understood by others. It is unquestionably true that efficient communication is vital for the business.

(Jain, 2009)The board of directors came to the conclusion that staff morale is among the most important criteria in the area of human resources. Employees who are capable and loyal form the foundation of strong companies, and retaining them is thus critical. Preparing new employees is time-consuming and needs additional resources; as a result, the longer a representative continues with the business, the stronger it is for the company. Motivation is a critical component of every business, and it must be managed properly if the firm expects to maintain high levels of profitability in the future. Authoritative managers should, as a result, focus on positively effecting positive representation direct by motivating them to ensure that their efforts are directed toward hierarchical accomplishment. In any event, managers should begin by balancing representational requirements with authoritative aims, assuming this is an usual responsibility for them to do.

(Olufade, 2009)focused on the fact that employee productivity and organizational effectiveness are inextricably linked since there cannot be organizational effectiveness without the need for a productive employees, thus there cannot be an enthusiastic workforce without even an effective organization. Managers are acutely aware of the connection between the two parameters, and as a result, they require that the two variables be balanced appropriately. Numerous studies have demonstrated that a thorough understanding of encouragement is essential to understanding the underlying factors that influence behavior in organizations, as well as for determining the effects of any innovation management and for directing behavior in order to achieve organizational and individual objectives.

3.1 RESEARCH DESIGN:

This chapter presented a global analysis of motivation and job satisfaction in the business process outsourcing (BPO) sector. A powerful program for inspiring employees and a method for ensuring work satisfaction are both essential in order for the firm to achieve its objectives. If well-organized initiatives to motivate employees and high levels of work satisfaction are implemented, every company has the potential to achieve the efficiency necessary to develop a healthy organizational culture. The effectiveness of the organization's working culture is improved by the strategy that focuses on increasing motivation and job satisfaction.

The present chapter may be divided into two distinct parts called portions. The methods that were used to carry out this study are broken down in Part I of this article. It elucidates the study's objectives as well as its basis. The research themes of design, study location, data gathering sources, an explanation of the

research questionnaire, target population, sample size, and other aspects of research are covered. It also discusses the assumptions that were made over the course of the research.

The second part of the chapter is dedicated to the extensive literature study that was conducted. The selection of a topic to investigate and the attainment of an in-depth comprehension of that topic are the two fundamental objectives of a literature study.

Operational Definitions:

The definitions of a variety of assertions that the researcher used in the study are referred to as operational definitions, and they are defined below. Researchers and end users alike need to be provided with operational definitions in order to read and understand the numerous terminologies.

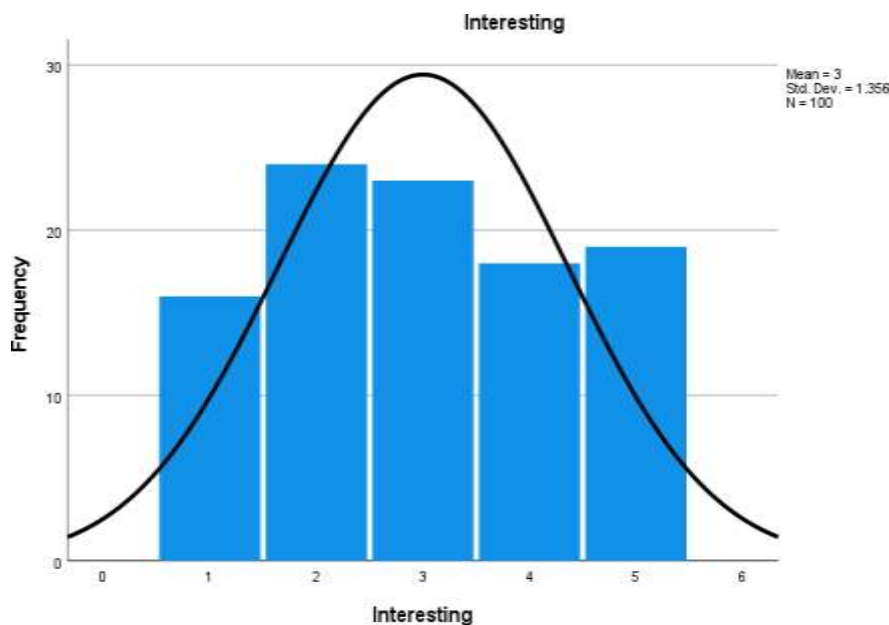
Motivation: The concept of motivation, in its broadest sense, refers to the factors or occurrences that move, lead, and drive certain human actions or inactions over a certain amount of time and in response to particular conditions. It is a collection of energy components that give rise to work-related behavior and establish its shape, direction, intensity, and extent both inside and outside of the life of a person.

DATA ANALYSIS

Table – 4.1

Interesting					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Satisfied At All	16	16.0	16.0	16.0
	Not Satisfied	24	24.0	24.0	40.0
	Somewhat Satisfied	23	23.0	23.0	63.0
	Satisfied	18	18.0	18.0	81.0
	Very Satisfied	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

GRAPH-4.1

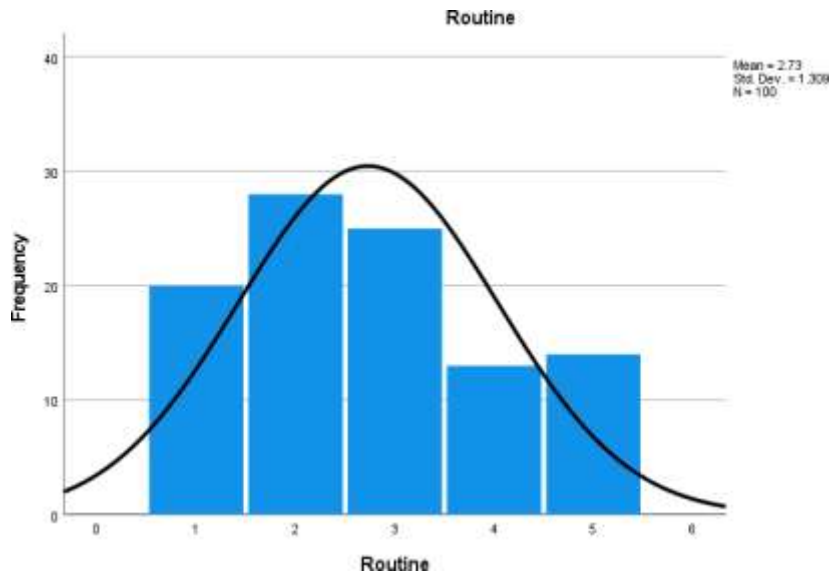


Above table includes the details of the type of their work. Respondents were asked if their work is interesting is or not. As per them, 16% of them were not at all satisfied while 24% of the respondents were not satisfied and 23% of them somewhat satisfied. 18% of respondents said that they were satisfied and 19% of respondents are very satisfied. As per the above details, majority of respondents were not satisfied with the fact their work is satisfied.

Table- 4.2

		Routine			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Satisfied At All	20	20.0	20.0	20.0
	Not Satisfied	28	28.0	28.0	48.0
	Somewhat Satisfied	25	25.0	25.0	73.0
	Satisfied	13	13.0	13.0	86.0
	Very Satisfied	14	14.0	14.0	100.0
Total		100	100.0	100.0	

GRAPH-4.2

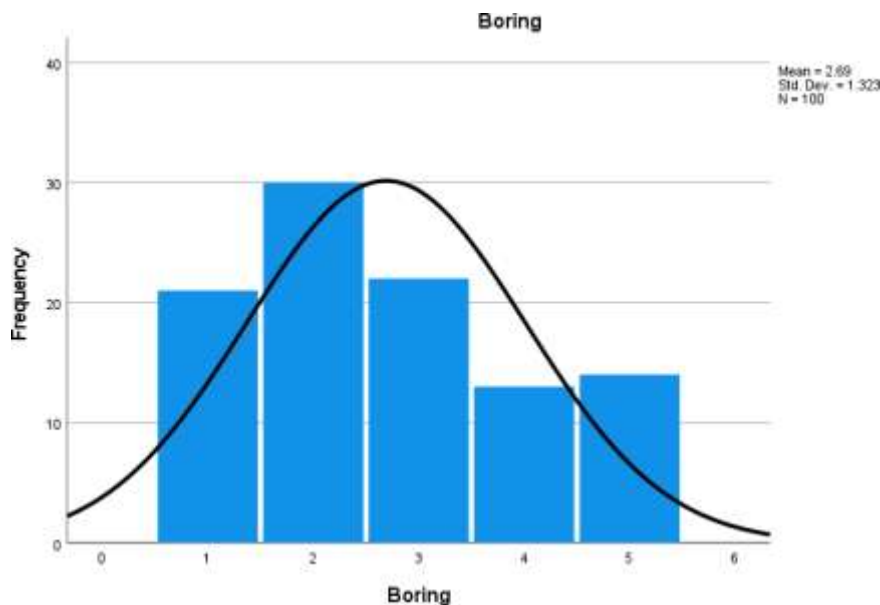


Above table includes the details of the type of their work. Respondents were asked if their work is in routine or not. As per them, 20% of them were not at all satisfied while 28% of the respondents were not satisfied and 25% of them somewhat satisfied. 13% of respondents said that they were satisfied and 14% of respondents are very satisfied. As per the above details, majority of respondents were not satisfied with their work routine.

Table – 4.3

Boring					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Satisfied At All	21	21.0	21.0	21.0
	Not Satisfied	30	30.0	30.0	51.0
	Somewhat Satisfied	22	22.0	22.0	73.0
	Satisfied	13	13.0	13.0	86.0
	Very Satisfied	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

GRAPH-4.3



Above table includes the details of the type of their work. Respondents were asked if their work is boring. As per the respondents, 21% of them were not at all satisfied while 30% of the respondents were not satisfied and 22% of them somewhat satisfied. 13% of respondents said that they were satisfied and 14% of respondents are very satisfied. As per the above details, majority of respondents were not satisfied with their work as per them their work is quite boring.

CONCLUSION

In a project debrief, just like in any report or piece of paperwork, drawing conclusions and making ideas is an essential part of the process, and they represent a large portion of the value that a researcher brings to the market. It is a condensed version of an important topic.

Relation between Job Satisfaction and its determinants

-Pearson correlation coefficients are used in the examination of both the independent and dependent variables in order to do an analysis of the link that exists between the two variables (Sekaran, 2002). The Pearson correlation coefficient is calculated by taking the product of each variable's standard deviation and dividing it by the other variable's covariance. This coefficient provides a measurement of the degree to which the two variables are related to one another (Bayman, 1999).

Genpact

Statistically significant positive relationships were found between job satisfaction and the bulk of the characteristics, including salary/compensation, corporate benefits, job security worries, supervision, the task itself, and promotion opportunities. This demonstrates that the independent factors are connected to the variables that were selected for the research.

Determinants in both organizations

- In terms of remuneration, there is a large disparity between the two experience groups. Compensation has an impact on employee happiness in the workplace. This is accepted by both groups' data sets.
- When it comes to the privileges and benefits that they enjoy in their jobs, there is a significant gap between the two categories. Employees' levels of motivation and happiness at work are impacted by the benefits and privileges offered by their employer. The benefits provided by an employer have a significant impact on the degree to which an employee enjoys their job.

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