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A STUDY ASSESSING THE ROLE OF WORK MOTIVATION ON EMPLOYEE PERFORMANCE AMONG GREAT EASTERN MANAGEMENT BUSINESS SCHOOL STUDENTS, BANGALORE WHO ARE ASSUMED TO BE FUTURE EMPLOYEES.

Healthcare

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KEYWORDS

BACKGROUND OF THE STUDY :

When looking at factors that affect job satisfaction, I find that Agency theory might be helpful as it explains the extent to which organisations need to think of their human resource responsible in producing the output needed by organisations to meet shareholders value. Thus getting employee's identification with respect to the organisation, and thus increasing their commitment level. As an approach to mediate the employment contract, elements of human resource strategy (especially those to do with rewards and retention) can offer a way of ensuring an efficient transaction process that enables both parties to get committed towards the fulfilment of each other needs.

Objectives/ Purpose Of The Study:

In trying to find an answer(s) to the research question and on the basis of the above background discussion and research question, the main purposes developed for this thesis is to assess the factors that motivate employees to perform best at work. This is done by carrying out a survey in which respondents responding to a survey, ranked the least to most important factor on a list of ten factors and how these factors influence them.

Methodology :

This study in an assessment of this purpose used deductive approach in which a qualitative survey was carried out among students at of GEMS-B school who are assumed to be future employees .The survey was intended to get their responses on what they feel is (are) the best factors that could motivate them as future employees among a list of ten motivational factors. In this light the study sets to identify the most ranked factors among the ten motivational factors.

Major Findings Of The Study:

The results showed that 20.9% had job satisfaction, 18.2% had expectations/promotions,13.6% expected recognition, 13.6% Good salary, 6.6% Organisational/management styles, 8.9% Satisfying goals, 5.3% Team spirit, 5.6% Good working conditions, 5.6% Working hours, 1.7% Possibilities of layoffs which indicates job satisfactions the most important motivational factor. Working conditions and threats of layoffs were often than not given the least importance ranking than any of the other factors.

Table 1:Description of subgroups and the number of respondents

Subgroups	Number of respondents	Percentage of total respondents (122)
Gender		
Males	60	49.2%
Females	62	50.8%
Age groups		
20 or less	6	4.9%
21-25	78	63.9%
26-30	31	25.4%
31 and above	7	5.7%

Table 2 Collective rank order of motivating factors according to respondents

Rank	Factor	A	B	C
1	Job satisfaction	540	63	20.9%
2	Promotions/expectation	530	55	18.2%
3	Recognition	521	20	13.6%
4	Good salary	496	27	13.6%
5	Organizational/management styles	466	16	6.6%
6	Satisfying goals	458	17	8.9%
7	Team spirit	455	41	5.3%
8	Good working conditions	445	41	5.6%
9	Working hours	423	17	5.6%
10	Possibilities of layoffs	331	5	1.7%

CONCLUSION:

The overall conclusion of this thesis is that in general, Growth factors appeared more in ranking as motivational factors Deficient factors. Furthermore, this study also concludes that the motivational value placed on each factor may vary according to age and gender. This conclusion is highly supported by Nelson (2001, p.2) who presented that "what motivates people may vary from one person to another and may even vary over time with the same person."

In sum, i would argue that the long-term survival of any organization depends largely on the motivation of its employees be it financial or non-financial. Therefore organizations should be willing to continuously and on regular basis, undertake employees surveys such as this one in order to understand what their employees expects from their current job.

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