



## A Study Of Women Manager's Motivation In Privet Industry In Bhavnagar District.

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### ABSTRACT

One of the widely used human resource development mechanism that goes a long way is systematically improving the performance level of an individual as well as organization is the performance motivation system. Motivation is one of the most important factors influencing human behavior and performance at work place. Women are distinct and unique creation of god. They are different in their personalities, attitudes, perceptions, biological and mental makeup. It is these physical and psychological differences that call for the need to have an exclusive study to investigate, explore and identify the various factors that motivate women managers. The present study aims to investigate into various factors that motivate Women Managers, and identify those factors which vary according to their level of management. The measure obtained in this paper is argued to be scientific because the theoretical model is proved to be more realistic by building another empirical model to capture the self-perception of the women manager, for their motivation. The result of the empirical models helps to deduce some of the most crucial factors to be considered by the social planner for any policy initiatives in this regard. Therefore this paper systematically and consistently characterizes the motivation of women managers. The study was carried out on 100 women managers in bhavanagar city who have been selected on the basis of Graicunas theory of span of management. A questionnaire was designed to identify the factors that motivate women managers and was administered to the sample size. The findings revealed that positive reinforcement, proximity to workplace, healthy superior subordinate relations, job security and the job itself are some of the factors which ranked high in the motivating factors of women managers and the least scoring factors were pay, reward and recognition and negative reinforcement. Nevertheless the results of cronbach Alpha and Clif's consistency index showed that these factors varied significantly between women managers of lower, middle and top management.

**Key Words :** Motivation; decision making adership/management/administration manmanager, Managerial Cadre.

Women manager's motivation "Multi-dimensional process involving the transformation of the economic, social, psychological, political and legal circumstances of the powerless. In the specific case of women managers motivation entails not only positive changes in these critical respects but also the dismantling of the cultural norms and traditional practices that devalue, dis empower and dispossess women. The process must necessarily also include the expansion of women's access to manage mental opportunities, facilities for skills acquisition and positions of authority. "

Motivation leads to goal oriented behavior. It is a human psychological characteristic that contributes to a person's degree of commitment, which is believed to have an impact on the attaining of the organizational goals. Motivation is the management process of influencing people's behavior based on the notion of what makes employees to work. Motivation is a very important factor that goes into a manager's performance.

Women are distinct and unique creation of god. They are different in their personalities, attitudes, perceptions, biological and mental makeup. It is these physical and psychological differences that call for the need to have an exclusive study to investigate, explore and identify the various factors that motivate women managers.

### 2. RESEARCH OF THE PROBLEM

"Women manager's Motivation in privet sector in Bhavnagar District"

### 3. UP COMING QUESTIONS

- (1) Will privet sector institutions and their leaders respond to the required changes?
- (2) What measures are to be devised to exploit women's potential and promote their subsequent motivation?
- (3) Does the privet climate promote research and gender

equality?

- (4) Does the management environment foster assertiveness and motivation in woman?

### 4. OBJECTIVES OF RESEARCH

The specific objectives of the paper are outlined below:

1. Construction and validation of a scale for measuring personal view on women manager's motivation/ motivation in privet sector industry.
2. To study personal view on women manager's motivation in privet sector industry.

### 5. OPERATIONAL DEFINITION

- Privet sector industry: - Privet sector industry in Bhavnagar District which can allow woman as manager.
- Women manager's motivation:- By scale through receive data means of the women manager's motivation.

### 6. DELIMITATION OF PROBLEMS

Present study have also some limitation which are below mentioned

- (1) This study is limited to woman managers which are working only privet industry of Bhavnagar District.
- (2) This study is limited (100 women managers personal review) to the women Managers which are working in privet sectors.
- (3) In this study is limited 100 women working in industry in Bhavnagar District.
- (4) In this study we have use created problem index. In this research we have study personal view on women manager's motivation in privet sector in Bhavnagar District.

## 7. NEED AND IMPORTANCE OF THE STUDY

The empowerment of women is a contemporary issue regardless of the country in which a social planner tries to bring a sustainable development. Though women manager's empowerment is not a sufficient condition it is still a necessary condition in order to stabilize and in turn to have sustainability of the development process. This paper by characterizing the women manager's empowerment tries to obtain a scientific measure of empowerment. The measure obtained in this paper is argued to be scientific because the theoretical model is proved to be more realistic by building another empirical model to capture the self-perception of the women manager, for their empowerment. The result of the empirical models helps to deduce some of the most crucial factors to be considered by the social planner for any policy initiatives in this regard. Therefore this paper systematically and consistently characterizes the empowerment of women managers.

## 8. RESEARCH METHODOLOGY

### 8.1. INTRODUCTION

Regarding the selection of the sample of women managers, for the purpose of data collection Likert's five scale on personal view on women manager's motivation in private sector industry tool was used. The scale was constructed in English by the researcher. In the present study the English scale was used for data collection. In the original format it contained 32 items and survey type method used to collect the data.

#### Survey type research:-

Present research is a survey type research and the data collected from private sector industry in Bhavnagar District. In this research we study the women manager's motivation in a private sector in Bhavnagar District. Research questionnaire fulfilled by the women managers who are working in managerial level.

### 8.2. POPULATION AND SAMPLING

All the private sector industry of Bhavnagar District will be the population of this research Project. Population for the present study comprised for all the industry's women manager of Bhavnagar District only. From among the 30 selected industries the Likert five point scales on personal view on women manager's motivation in industry was administered to five manager of each industry at random.

A Stratified sampling method will be used for this research. All the organizations will be categorized on the basis of specific characteristics and after that a random sampling method will decide the sampling unit. A total of 100 units (women manager) will be surveyed for the purpose of data collection.

### 8.3 Variables of the study

In general, there are two types of variables; First the independent variable: is the variable that is varied or manipulated by the researcher. The other type is dependent variable, which is the value, or the —output of the function. There are many independent variables in this study that are grouped according to the factors that affect women manager's motivation. A preliminary study was made in this regard that helped us to extract some variables that affect women manager's motivation in Bhavnagar District. We are going to take study on women manager's motivation in mainly in two ways: Qualitative study and Quantitative. There are two types of variables which are given below

1. Independent variable(private sector industry)
2. Dependent variable( women manager's motivation)

### 8.4 RESEARCH TOOL

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used for data collection. In the original format it contained 32 items.

## 9 ANALYSIS AND INTERPRETATION OF DATA

### 9.1 INTRODUCTION:

Data Collection helps your team to assess the health of your process. To do so, you must identify the key quality characteristics you will measure, how you will measure them, and what you will do with the data you collect. Data Collection is nothing more than planning for and obtaining useful information on key quality characteristics produced by your process.

### 9.2 DATA PARTITION, ANALYSIS AND DEFINATION

The data collected for the pilot study was analyzed using descriptive statistical methods. The facility value and discrimination index of the Likert's five scale on personal view on women manager's motivation in private sector industry tool was calculated. For the calculations computer program NRT2000 was used.

### 9.3 ANALYSIS AND INTERPRETATION OF DATA

The analysis and interpretation of the data obtained through the Likert's five scale on personal view on women manager's motivation in private sector industry scale is presented in this chapter. This analysis and interpretation of the data are done in the form of the testing of the 2 objectives based on personal view on manager's motivation in Bhavnagar District, Gujarat level.

### 9.4 SCORING OF THE RESPONSES

The data analysis was performed on computer; a person X matrix of 3200(100 respondent X 32 items) data points was prepared. This was used for analyzing the item parameters, and reliability and validity of the score on the personal view on women manager's motivation in private industry scale. This file was used to prepare the descriptive summary statistic and testing of the objectives. The item facility value ranging between 0.35 and 0.95 and the item discrimination value more than 0.35 indicated the fitness of the items. The result in the present study shows that according to the item facility value 100 % items and according to the item discrimination value 91 % items of the personal view on women manager's motivation in industry scale were fit.

Item No. = 32

Sum of Item Variance = 31.39

Total Variance = 106.36

Observation of The Treport shows that NRT2000 provided Variance values for all the 32 items of the personal view on women manager's motivation scale.

The sum of item variance was 31.39 and the total variance was 106.36

The Reliability of the personal view on women manager's motivation in private industry scale. In the present investigation, the reliability of scores on personal view on women manager's motivation in private industry scale was measured using two methods: (1) Cronbach Alpha reliability and (2) Split Half reliability. The results of these analyses are summarized in report it is seen that the value of Cronbach Alpha reliability was 0.73 and the Split half reliability using Spearman Brown formula is 0.64 for half test. The Split Half reliability for the whole test using Spearman Brown formula was 0.78. This establishes the reliability of the personal view on women manager's motivation in private industry scale as the values were very close to 1.

### The Cliff's consistency index 'C'

The Cliff's consistency index 'C' is a measure of unidimensionality that shows the consistency of the measurement. In the present study the index 'C' was calculated using computer program NRT2000 based on the scores obtained by

100 women managers of the sample of the personal view on women manager's motivation in privet industry scale. The value of 'C' is obtained as 0.64. This shows the item validity. Thus the present tool is suitable for measuring the personal view on women manager's motivation in privet industry in Bhavnagar District. The item of this scale was unidimensional.

## 10 CONCLUSION, RECOMANDATIONS AND IMPLICATIONS

### 10.1 CONCLUSION

The major conclusion of present study is show that in statistical value results. The sampling for the research gives frequencies in statistical way 100 sampling is valid missing 0, Mean 126.83, Std. Error of Mean, 1.037, Median 128, Mode 134, Std Deviation 10.365, Variance 106, Skewness -1.018, Std. Error of Skewness 0.241, Kurtoses 1.613, Std. error of Kurtoses 0.478, Range 58, Minimum 92, Maximum 150, Sum 12683 shows that research is on write way and women managers who are working in privet industry field is empower. Motivation is one of the most crucial factors influencing human behavior and performance at work place. Motivation of managers is even more important as it is not only important in improving their contribution to organizational success, but also enables them to motivate their subordinates and thus create a performance oriented culture in organizations. Women's participation in workforce, more so in managerial cadre is less compared to men. It is thus worthwhile to know how different the motivating factors in women managers are. The present

study identified the various factors that women managers give importance to in their jobs.

In other statistical value are shows that reliability split half test is 0.64 and superman Brown formula full split half all test is 0.78 and output of Cliff's Consistency index "C" is 0.64. It shows that a value of output is near to 1. So that women manager of privet industry in Bhavnagar District is highly empowered and social ground and motivation of the women gives positive impact in overall industry and teaching development. Most of the women managers prove that they are best in teaching and intellectual capacity development of students. And result is also perfectly matched to the research objective Construction and validation of a scale for measuring personal view on women manager's motivation in privet industry.

And output of research item analysis facility value and discrimination index respectively shows in analysis report. Is much positive to show that women manager's are empowered in privet industry in Bhavnagar District.

### 10.2 RECOMMENDATIONS

Industrial management has to give chance for participation of women managers in decision making process. Management have to provide security and safety full environment for women managers motivation and management have to give decision making power for women managers innovative teaching in industries. Management has to provide positive climate for women managers. Professional growth Women managers have to acquire IT skill and managerial capability for women motivation and women manager have to develop ability of critical thinking and many managerial person believe that women manager are strong in teaching but week in managerial ability. It will be change after strong effort by women managers' motivation process and freedom to participate in management decision making process.

### 10.3 MANAGEMENT IMPLICATIONS

world health organization are mostly positive to women motivation process and mostly related industry management now thinking that women managers are capable to play key role.

It is a useful for future development and next generation because women manager's motivation make more presence of women in management field gives positive impact to industrial management.

### RECOMMENDATIONS FOR FUTURE RESEARCH

On the basis of experience of present studies the following problems are recommended for the future researches

1. The relationship of achievement of worker by process of women manager's motivation and their comparative study
2. And the change view of worker and managers in positive effect of women manager's motivation and effective quality management comparative studies.

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