



A study of Employee Satisfaction (Work & Pay) in the IT Sector at Delhi/NCR

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ABSTRACT

Employee satisfaction is, somewhat fundamentally, how delighted or satisfied employees are with their works. On the whole, employee satisfaction covers the essential issues and requirements of human resources. India shows up as one of the largest and developing economies in the world. India prolongs to be the centre point for strategic offshore outsourcing fiscal year 2012. The Indian IT sector has developed and risen by eighteen percent export revenue growth in the fiscal year 2012. In addition, it has made income of around 70 billion dollars. The Indian IT industry makes up around five percent of GDP (Gross Domestic Product) and offers employment to around 2.3 million professionals sprightly and a lot of others obliquely. The purpose of this research paper is to analyze the level of job satisfaction among employees working in IT sector at Delhi and NCR with respect to core HR practices in trend. The study has utilized primary and secondary data with a qualitative approach in collecting the data. The data was analyzed through responses collected from the questionnaire survey. Moreover, the research provides suggestions to improve the employee satisfaction and loyalty factor among organizations in Delhi and NCR.

KEYWORDS
1. Introduction

Employee satisfaction also known as job satisfaction is, somewhat fundamentally, how delighted or satisfied employees are with their works. Moreover, employee satisfaction copes with various factors for example reimbursement or pay, work pressure, resources, management, flexibility, teamwork, etc. But it is measured mainly on the basis of work and pay.

These factors are important to any company that requires making their employees pleased and reducing turnover, but employee satisfaction is just a fraction of the entire elucidation. Actually, for a number of corporations, satisfied employees are individuals the company might be wealthier without. On the whole, employee satisfaction covers the essential issues and requirements of human resources.

1.1. Current Trends of Indian IT industry

India has develop into an IT brand amongst the international countries over the time due to the Indian Government policies, well-built foundation in education, entrenched infrastructure and telecommunication services and constructive market circumstances that overcome. Numerous Indian towns are currently holding important places in the international IT chart. The Indian IT outsourcing industry makes up around five percent of GDP (Gross Domestic Product) and offers employment to around 2.3 million professionals sprightly and a lot of others obliquely. According to the Nasscom report, the Indian IT sector has developed and risen by eighteen percent export revenue growth in the fiscal year 2012. In addition, it has made income of around 70 billion dollars. On the other hand, the software market is likely to rise to twenty one percent by the year 2015. At present the profit for the IT software services sector declares revenues of around 8 billion dollars. As a result of the present financial calamity, the Indian IT companies have stalled their employment while the common temper is extremely positive. The sector is extremely constructive that the employment fashion would come again to its thrust in a little time. In addition, direct employment is likely to achieve almost around 3 million, with a significant accumulation of 250,000 employees. Moreover, it was expected that the IT industry of India would offer direct employment to about 10 million individuals and indirectly to around 20 million individuals by 2020. Hence, it stays to be one of the largest capital

making industries in the nation.

The Indian IT sector has mainly been India centric both in terms of human capital and delivery centres. In India, the operation is currently focussed around major cities such as Bangalore, Hyderabad, Mumbai, Pune, Kolkata, Chennai and New Delhi & NCR.

Possessing of exceptional nationwide and global connectivity, sound real estate prices and having the paramount infrastructure in the nation, North India is rapidly developing as an eye-catching hub for the IT industry. Moreover, the panorama of 2010 Commonwealth Games have also offered a momentum to infrastructural venture. The uniting of the states of Haryana and Uttar Pradesh has also developed and enhanced hence proving better means of transportation and communication. Furthermore, due to the Gurgaon-Delhi-Noida Metro has also improved the inter-state connectivity in Delhi.

The provision of workforce is also increased in Delhi-NCR because of the existence of a variety of technological and management institutions in this state. Moreover, NCR-Delhi has officially permitted around thirty IT/ITeS Special Economic Zones (SEZs). Already around 300 corporations have registered with the Software Technology Parks of India and around 150 out of these are exporting their services enthusiastically. Therefore it is noticed that the Northern India district is assertively taking initiatives in order to develop into workable hubs for the IT sector and a variety of organizations are establishing their delivery centres and relationship offices in Delhi-NCR.

1.2. Research Aims and Objectives

The prime aim of the research paper is to examine the satisfaction of employees working in the IT industry at Delhi and NCR.

Specifically, the objectives of the research paper are:

- To study the level of job satisfaction among the employees of IT sector in Delhi and NCR.
- To analyze the elements influencing job satisfaction in the IT industry of Delhi and NCR.

1.3. Need and Significance of the Study

Every person from manager, representative to HR is required to obtain a control on employee loyalty and satisfaction and to identify how dedicated are the employees to the company and if employees are truly satisfied with the manner of things for determining their possibility to retain in the corporation. One of the prime factors of Human Resource Management (HRM) is the identifying the satisfaction level of employees in any organization. Thus, organizations should ensure that employee satisfaction should be supreme among the workforce, which is a necessity for rising efficiency, sensitivity, customer service and quality.

While content employees are not essentially faithful or loyal ones are constantly pleased, the fact cannot be overlooked that job satisfaction increases loyalty. Moreover, it was stated that more satisfied an employee is about his/her working environment, the more possibility is he/ she to build up an emotional connection or dedication to the company.

The IT sector stands first in employment a vast amount of employment. Therefore, IT organizations must attempt their best to assess why employees go away or what encourages their dissatisfaction level.

2. Literature Review

Moyes et al (2008) purported that satisfaction denotes the amount of achievement of a person's needs, wants and desire or requirement. Satisfaction primarily relies on what a person needs wants from the globe, and what he attains or provide with. Similarly, employee satisfaction is an identification of how pleased employees are in an organization with their work and pay.

According to Bhatti & Qureshi (2007), there are several aspects that influence the organizational efficiency and out of these the most supreme and essential aspect is the employee satisfaction. Therefore, in order to increase the efficiency every company must develop a work environment that facilitates the satisfaction of their employees.

Employees are more faithful and industrious when they are pleased and these influence the customer satisfaction and managerial efficiency (Hunter & Tietjen, 2007).

According to Miller (2006), maintaining healthier relations with the workforce, high pay or remuneration, education and career opportunities, are associated with developing the level of employee satisfaction.

Employee satisfaction is the expressions that is employed to explain whether employees are pleased, happy and satisfying their requirements at work (Susan, 2011). According to Cranny, Smith & Stone (2002), employee satisfaction is the blend of sentimental responses to the differential observations of what an employee wants to obtain when compared with an employee gets in reality.

Thus, employee satisfaction is a broad word that includes mainly job satisfaction of employees and their satisfaction with companies the pay structure and work environment.

3. Research Methods

The study has utilized both primary and secondary data. Moreover, the study has utilized quantitative approach in collecting the primary data.

The primary data was collected with the help of a questionnaire survey that was taken from employees spread across four IT companies situated at Delhi and NCR. These companies were Mahindra Satyam, Tata Consultancy Services (TSC), Adobe System and Infosys Technologies Ltd.

An online questionnaire was distributed through email to email IDs of the respondents. These respondents were selected randomly from HR list of the companies. The profiles of

these respondents were assistant managers, business analysts, managers, project leaders, supervisors, team leaders, etc.

The research sample consists of 200 respondents. Data analysis was done through percentage method where responses came from the questionnaire survey were calculated in terms of percentage.

4. Results

The data was collected in the form of online questionnaire that was sent to 200 employees (50 employees each organization) of the selected 4 organizations in Delhi and NCR. The data was tabulated and then the main results are discussed in this section (Details of questionnaire are mentioned in the Appendix). The overall findings from this analysis are that organizations in Delhi and NCR regions are thriving in providing better job satisfaction to their employees whether it is their compensation and work environment they are attempting to provide the best in class service to their employees. This section is divided into two parts, the first part contains questions and responses regarding the work and the second part contains questions and responses regarding the pay of the employees in their organizations.

The interpretation and major findings from the results obtained from the questionnaire are as follows:

Work

Views and participation are valued

This question was asked regarding the overall job satisfaction of employees that whether their views and participation in the organization are valued or not. 44% of respondents are satisfied while 16% of respondents are dissatisfied.

Feeling of personal accomplishment

This question was asked regarding the overall job satisfaction of employees that whether their work gives them feeling of personal accomplishment in the organization. 41% of respondents are satisfied while 14% of respondents are dissatisfied.

Receive appropriate recognition for the contributions

This question was asked regarding the overall job satisfaction of employees that whether they receive appropriate recognition for their contributions in the organization. 32% of respondents are satisfied while 44% of respondents are dissatisfied.

Provided suitable resources to do the job well

This question was asked regarding the work environment of employees that whether suitable resources are provided to do their job well in the organization. 47% of respondents agreed while 21% of respondents do not agree.

Safe workplace

This question was asked regarding the work environment of employees that their workplace is safe or not. 48% of respondents are strongly satisfied and 41% of respondents are satisfied while 11% of respondents are dissatisfied.

Pay

Paid fairly for the work

This question was asked regarding their compensation and pay of employees that whether they are paid fairly in the organization. 55% of respondents agreed while 18% of respondents do not agree.

Compensation matches the responsibilities

This question was asked regarding their compensation and pay of employees that whether their compensation matches with the responsibilities given in the organization. 49% of respondents are satisfied while 42% of respondents are not satisfied.

Salary is competitive with similar jobs

This question was asked regarding their compensation and

pay of employees that whether their salary is competitive with similar jobs they might find elsewhere. 47% of respondents agreed while 37% of respondents disagreed.

Benefits (over & above my pay) are comparable to those offered by other organizations

This question was asked regarding their compensation and pay of employees that whether their benefits (over & above my pay) are comparable to those offered by other organizations. 49% of respondents agreed while only 6% of respondents disagreed.

5. Suggestions to Improve Employee Satisfaction and Loyalty Factor

Employee behaviours usually represent the ethics of the organization. Moreover, in the field of customer service, satisfied human resources are essentially necessary for the reason that they signify the organization to the people. Satisfaction, on the other hand, is not correlated individually to pay structure.

Some initiatives IT companies in Delhi and NCR can perform in order to develop employee satisfaction and loyalty factor thus growing the income and revenue are as follows:

a) Clear, brief and reliable communication:

In several companies, employee doesn't know what are its mission, vision and objectives. Making a corporate culture that needs employees to be a fundamental element of the company can be a valuable method of obtaining the most from the skills or capabilities by each worker. Thus, IT organizations in Delhi and NCR should keep their employees well-versed regarding the organization's situation, development made, problems/disputes, and how they unswervingly donate to the accomplishment of the production.

b) Training and related development programs:

IT organizations in Delhi-NCR should offer essential training and learning that develops employee's talent and confirms the employees that they are crucial in their victory and willingness for new responsibility.

c) Empower employees throughout the organization:

Organizations should increase suitable levels of new responsibility throughout the organization. Moreover, they should drive correct decision making and permit people nearer to the concern to make the call. Moreover, IT organizations in Delhi and NCR should ensure that their employees are familiar with that they have faith in them to perform their work to the best of their capability.

d) Fair reimbursement and benefits:

Strategies of reimbursement and associated benefits are considered to be an extremely necessary part of the management. But IT organizations in Delhi and NCR should develop their strategies and plans at "appropriate" not "the paramount" level.

e) Opportunity for promotion and career development:

Build up initiatives to promote all designations in the company and for career development. Therefore, it is advisory for IT organizations in Delhi and NCR that they should offer opportunity to every employee for utilizing their talents, expertise and innovativeness.

f) Provide greatest tools and secure working environment:

Empower employees by ensuring their tools do not make them unproductive. Moreover, it is said that the organizations should provide best tools in order to deliver the very best performance to the organizations, clients and the industry. Therefore, IT organizations in Delhi and NCR should develop effective work-related health and safety policies.

6. Conclusion

Employee behaviours usually represent the ethics of the organization. Moreover, in the field of customer service, satisfied human resources are essentially necessary for the reason that they signify the organization to the people.

Therefore, every company should build up policies and tactics that reinforce the work environment and boost the employee confidence and employee satisfaction in order to develop employee performance and efficiency, which eventually brings about superior income, customer satisfaction as well as customer retention.

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