

A STUDY ON EMPLOYEE MOTIVATION AT

HYUNDAI MOTORS.

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ABSTRACT

Employee motivation is an intricate and sophisticated subject; however, contemporary managers must face and deal with this topic to obtain organizational success. To enhance understanding of employee motivation, managers must recognize the imperativeness of employee motivation, its concepts, and differences in individual needs. Subsequently, managers need to be aware of a variety of employee motivational factors and the changes in priorities of these factors over time. Moreover, managers have to learn previous and current motivational programs, examples, and theories behind them because understanding of these fundamentals can enhance their ability to identify rewards systems that could be matched with employee needs. This understanding of the employee motivation process requires a systematic approach, and managers must realize that employee motivation and its process are there to motivate their employees; therefore, employee input must be valued and included throughout this process. This study helps to know the satisfaction level of employees with the motivational factors used by the company. This project had been undertaken by me to find out the needs and wants of the employees. Under this Study a questionnaire which constituted questions relating to the employees expectation. The gathered data had been critically analyzed relating to employee motivations.

Keywords: employee motivation, motivational programs, motivational factors

INTRODUCTION

However large or small a company or business is, it is employees at all levels that can make or break it. This holds true not only for the people we hire on a regular basis, but also for temporary and contracted workers. It is as important to research and study the needs, drives, and expectations of people we hire or employ, and aim at responding to and satisfying those, as it is with regard to customers. In actual fact, considering the role each "employee" plays in a company's success, analyzing and planning an adequate response to employees' motivations deserves first place in the order of business. Before going any further, let us shift our approach from grouping people under the generic category of "employee" to individual human beings and term them as "hired workers" or "working partners". This is what they are. We must acknowledge them as human beings with individual needs, drives, characteristics, personalities, and acknowledge their contribution to the business success. Motivation has been variously defined by scholars. Usually one or more of these words are included in the definition: desires, wants, aims, goals, drives, movies and incentives. Motivation is derived from the Latin word 'Move on' which means "to move". Human motives are internalized goals within individuals. A motive is an inner state that energies activates, or moves and directs or channels behavior towards goals.

NEED OF THE STUDY

The study is intended to evaluate motivation of employees in the organization. A good motivational program procedure is essential to achieve goal of the organization. If efficient motivational programmes of employees are made not only in this particular organization but also any other organization; the organizations can achieve the efficiency also to develop a good organizational culture. Motivation has variety of effects. These effects may be seen in the context of an individual's physical and mental health, productivity, absenteeism and turnover. Employee delight has to be managed in more than one way. This helps in retaining and nurturing the true believers 4 "who can deliver value to the organization. Proliferating and nurturing the number of "true believers" is the challenge for future and present HR managers This means innovation and creativity.

It also means a change in the gear for HR policies and practices. The faster the organizations nurture their employees, the more successful they will be. The challenge before HR managers today is to delight their employees and nurture their creativity to keep them a bloom

SCOPE OF THE STUDY

- Need to study employee motivation in external and internal process in Hyundai Motors
- The theory and analysis is varies in Hyundai Motors
- How motivation is done to employees in Hyundai Motors
- The collection of data is to study of employee motivation.
- The level of pay and benefits
- .• Quality of the working conditions.
- Employee recognition.
- 5 Job security.
- The perceived fairness of the promotion system within the organization.

OBJECTIVES OF THE STUDY

1. To analyze and examine the effectiveness of Motivation programmers in HYUNDAI MOTORS
2. To assess how often training programmers are conducted and how much are the employees satisfied.
3. To study to what extent the training programmers are applicable to their jobs.
4. To study the employee's opinion on the Motivation in HYUNDAI MOTORS

RESEARCH METHODOLOGY

Primary Source Primary data is collected from direct sources i.e Discussions with plant staff, Interviews, Questionnaire administered.

Secondary Source Secondary data is collected from indirect sources Journals Magazines and articles from prominent newspapers. Population and Sample: There are 140 Officers & IInd class employees and 100 Managerial staff .The questionnaire is administered to 100 Officers and IInd class employees staff and 100 Managerial staff (The questionnaire has been administered to Managerial staff at Nalgonda and Miryalaguda Units. The questionnaire has been sent through E mail to all these staff and the replies were also received through e mail)

LIMITATIONS OF THE STUDY

1. This study covers those employees who are working at HYUNDAI MOTORS.
2. The understand and knowledge may vary from person to person. The replied gives by the respondents are taken for granted, though they are not uniform.
3. Since names are mentioned in most of questionnaires, most of the employees answered favorable to the company. This might have led to wring finding in the study.
4. The interpretation being based on percentage method is not definite.
5. The report is subjects to changes with fast changing scenario.

REVIEW OF LITERATURE

procedia computer science,

BanuOzkeser (2019)--

Abstract -It's a well-known fact that we are living in a dynamic environment full of unlimited demands. This rapid change makes the competition be stronger and leads the foundations compatible on technological improvement. Therefore, training can be thought as a key player for improving the motivation.

Taylor & Francis online,

Paula M.G. van Veen-DirksORCID Icon &Henk J. ter BogtORCID Icon (2018)

Abstract --This study examines the relations among various types of management control, intrinsic and extrinsic motivation, and performance in the public sector. However, the findings also highlight an essential nuance; in addition to results control, personnel and cultural controls are also important, as they enhance intrinsic motivation and performance.

Sustainability,

Silvia Lorincová ,Peter Štarchoň ,Dagmar Weberová etc..(2019)-

Abstract -Employee performance and their new ideas, as well as their efforts to promote the company in positive ways help build the values of an enterprise, thus The results reported should be accepted and implemented in motivational programs by the employees of human resource departments as a way to keep up with strategic human resource management.

Journal of Business Economics & Management,

Miloš Hitka Affiliation ; Ľudmila Kozubíková Affiliation ; Marek Potkány Affiliation (2018)-

Abstract -The main purpose of this article is to show dependencies between education and gender based on selected motivation factors hence The research results point to the potential of various alternatives for business managers responsible for preparing incentive motivation programmes related to the analysed factors.

Emerald insight,

Abira Reizer, Yael Brender-Ilan, Zachary Sheaffer (2019)

Abstract --Numerous studies have focused on the effect of motivation on performance in the workplace ; this research contributes to self-determination theory by highlighting the role of emotions in understanding how motivation shapes workplace performance.

Springer link,

Joseph Ato Forson, Eric Ofosu-Dwamena, Rosemary Afrakomah Opoku & Samuel Evergreen Adjavon(2021)-

Abstract -Motivation as a meaningful construct is a desire to satisfy a certain want and is a central pillar at the workplace. Thus, motivating employees adequately is a challenge as it has what it takes to define employee satisfaction at the workplace.

Journal of Retailing and Consumer Services,

MuhammadAmina , AmjadShamima, ZulkipliGhazalia etc..(2021)

Abstract --Value Co-Creation (VCC) is an emerging concept that has vast applications in theory and practice, Therefore, the drive of this study is to conceptualize, develop, and validate a scale to measure EMCCV.

Taylor & Francis online,

Ehab Soliman &Hashem Altabtai

(2021)-

Abstract -Kuwait is mentioned as one of the multi-national workplaces. This paper aims to identify the motivational factors that affect employees' performance in Kuwait construction industry.This analysis concluded that there is no significant correlation between most of the surveyed categories indicating that there is no consensus between study categories regarding motivational factors ranking.

Business Perspectives and Research,

Najameddin Sadeg Tumi, Ali Nawari Hasan, Jamshed Khalid(2021)

Abstract --Motivation is the process of increasing employee commitment and it is considered one of the key fundamentals, which are essential for organizational success , Thus, the present study aims to investigate possible influencing factors such as compensation, job enrichment and enlargement, training, and their effects on employee motivation in the telecommunication sector in Libya.

DATA ANALYSIS AND INTERPRETATION

S.N O	STATEMENT	RESPONSE
1	Rate your level of satisfaction with the working culture of the organization?	20% of Employees are highly satisfied & 60% of Employees are satisfied
2	Are you satisfied with the support from the HR Department?	24% of Employees are highly satisfied & 60% of Employees are satisfied
3	Which type of incentives motivates you more?	50% of Employees are agree with incentive awards motivate & 46% of Employees are agree with promotion motivates them more.
4	How far you are satisfied with the incentives provided by the Organization?	50% of Employees are satisfied & 10% of Employees are highly satisfied.
5	Which of the following factors which motivates you most?	60% of Employees are agree with salary increase motivates them most & 20% of Employees are agree with promotion motivates them most.
6	Do you think that incentives and other benefits will influence your Performance?	40% Of Employees think & 20% of employees said no option.
7	Does the Top Management involve you in decision making which are connected to your department?	60% of Employees said yes & 30% Of Employees said no.
8	Almost every job can be made more stimulating and challenging?	64% of Employees are strongly agree & 24% of Employees are agree.
9	Many employees want to give their best in everything they do?	60% of Employees are strongly agree & 24% of Employees are agree
10	Management could show more interest in the employees by sponsoring social events after hours?	50% of Employees are strongly agree, 20% of Employees are agree
11	Pride in one's work is actually an important reward?	40% of Employees are strongly agree, 20% of Employees are agree
12	Employees want to be able to think of themselves as "the best" at their own jobs.	40% of Employees are strongly agree, 20% of Employees are agree
13	The quality of the relationships in the informal work group is quite important	30% of Employees are strongly agree, 40% of Employees are agree
14	Individual incentive bonuses would improve the performance of employees	30% of Employees are strongly agree, 20% of Employees are agree

FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS:

The findings of the study are as follows:- The employees are really motivated by the management. The study reveals that increase in the salary will motivate the employees more. The incentives and other benefits will influence the performance of the employees. Majority of the employees agreed that there is job security to their present job. There is a harmonious relationship that exists in the organization between employees and management. The majority of the respondents are satisfied with their remuneration.

SUGGESTIONS :

- Employee motivation in HYUNDAI MOTORS is good and satisfactory.
- There should be improvement of system approach to every employee in HYUNDAI MOTORS.
- In HYUNDAI MOTORS every employee should be motivated in an effective manner so that every employee will be satisfied.
- All three levels should be taken care of by HR MANAGER.
- Most of the employees agree that the performance appraisal activities are helpful to get motivated, so the company should try to improve the performance appraisal system, so that they can improve their performance.
- Non financial incentive plans should also be implemented; it can improve the productivity level of the employees.
- Organization should give importance to communication between employees and gain coordination through it.
- Skills of the employees should be appreciated.
- Better career development opportunities should be given to the employees for their improvement.
- If the centralized system of management is changed to a decentralized one, then there would be active and committed participation of staff for the success of the organization.

CONCLUSION:

In the above perspective, the present chapter makes an attempt to draw some conclusions. It should be confessed here that the investigator is conscious of the limitations of the study and the conclusion drawn on the basis of the sample from a single unit cannot be generalized about the entire manufacturing sector. With regard to value of people, the analysis leads to the conclusion that the Executives give a reasonable value to the Human Resources in the Organization. However, in respect of concept about power, they are somewhat agreed to share the power. As far as information sharing with lower rungs is concerned, they are very positive. One significant conclusion with regards to learning opportunities, which is a basic for empowerment, is that the executives are favorable and feel that sufficient learning opportunities should be there for the rank & file. As far as clarity is concerned, the executives are somewhat agreed i.e., neutral. The aspect wise percentage analysis leads to the conclusion that the organization is somewhat ready for employee empowerment because the majority of the Executives in almost all aspects are concentrated in somewhat ready group.

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