

## **Employee Satisfaction At Gold Stone Technologies Limited**

Yengali Geetha, Master of Business Administration,

Mrs.Sravanthi, Assistant Professor, Department of Master of Business Administration,

Dr. Venkata Rangaiah, Professor, HOD, Department of Master of Business Administration,

St. Martin's Engineering College, Hyderabad, Telangana – 500014.

### **ABSTRACT**

Employee's satisfaction helps in the analysis of relationship between staff and organization. "People" are the most important and valuable resources of any organization. Dynamic people can build progressive and growth-oriented organizations. Effective employees can contribute to the effectiveness of the organizations. Competent and motivated people can make things happen and enable an organization to achieve its goals. Therefore, organization should continuously ensure that the dynamism, effectiveness. Policies and practices the management has to take cognizance of these realities and develop appropriate HRM policies and practices. Good HR practices can influence financial and other performance motivators of corporations by generating employee satisfaction, which in turn can influence employee satisfaction. Employee satisfied with the salaries, incentives, increments, promotions, and more benefits etc.

### **1. INTRODUCTION:**

Human Resource Management is defined as the people who staff and manage organization. It comprises of the functions and principles that are applied to retaining, training, developing,

and compensating the employees in organization. It is also applicable to non-business organizations, such as education, healthcare, etc Human Resource Management is defined as the set of activities, programs, and functions that are designed to maximize both organizational as well as employee effectiveness.

### **RESEARCH PROBLEM :**

Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of One's job, an affective reaction to one's job, and an attitude towards one's job. Weiss (2002) has argued that job satisfaction is an attitude but points out that researchers should clearly distinguish the objects of cognitive evaluation, which are affect (emotion), beliefs and behaviors.

- ✓ Job satisfaction explains the atmosphere in which an employee operates.
- ✓ At the same time it also indicates the individual's affective attitude or orientations towards his/her work.
- ✓ Employee satisfaction survey helps to solve the grievances of the employees.
- ✓ Employee satisfaction is needed to know how employee feels about the

organization and is satisfaction with the working conditions.

- ✓ Employee satisfaction survey tells us about how much employee is satisfied.

Therefore it is necessary for an organization to examine and evaluate the satisfaction of the employees and their motivation given by their managers. Hence the study is required with in a regular period of time.

### **NEED OF THE STUDY**

The analysis of Employee Satisfaction has not been performed by anybody till date in the

company. This would help in gaining insights into the grievances faced by the employees of different segments and the changes they wish to have in the work environment for there personal and professional growth. Recommendations will be made for the settlement of grievances and to have a cooperative work environment at the end of the study.

### **OBJECTIVES OF THE STUDY**

- To instill a feeling of pride in the work and company, thus leading to a sense of sincerity amongst the employees.
- To study the procedure of Human Resource
- To inculcate professional culture and a motivating work environment in the company.
- To inculcate a transparent system in justifying productivity of employees.
- To recommend some measures to ensure selection of best candidates with minimum efforts, time and money.

### **METHODOLOGY**

Research methodology is the summary of planned actions to be followed to complete the report effective and efficiency as the study is based on employee satisfaction. The data duly collected is the primary data. Secondary data has been compiled from reports and website of Gold Stone Technologies Pvt Ltd.

### **SAMPLE DESIGN:**

The sample design selected was random sampling from a finite population of managerial. The research design selected was descriptive and the sample size selected was 100.

### **SCOPE OF STUDY**

- Maintain healthy employment relationship
- Provide a clear and transparent framework to deal with difficulties
- Equal treatment to all under similar circumstances
- To ensure issues are dealt with fairly and reasonably
- An opportunity to raise concerns fearlessly
- To provide points of contact and timescales to resolve issues of concern
- To try to resolve matters without recourse to legal intervention
- Acts as a defense for organization in case of legal intervention

### **SOURCES OF INFORMATION :**

Primary data: The required information were collected from the members of managerial staff and some other concerned people for the purpose of collecting the information and knowledge of their views, questionnaire was prepared on the basis of information conclusion are drawn.

Secondary data: The secondary data collection involved desk study, which was carried out in, obtains background about industry, company and products the main aim sources of information are company's reports, website and presentation shown by them about their company.

**• TOOLS AND TECHNIQUES OF ANALYSIS:**

The collected data has been analysed with the help of simple statistical tools like percentage, average and they have been represented in the form of tables, pie diagrams as well.

**2. LITERATURE SURVEY**

**EMPLOYEE SATISFACTION**

Job satisfaction is often analyzed concept in the research studies conducted in organizational behavioral research. Job satisfaction explains the atmosphere in which an employee operates. At the same time it also indicates the individual's affective attitude or orientations towards his/her work.

Job satisfaction is affected by many factors. Factors influencing job satisfaction can be divided into two main categories: the

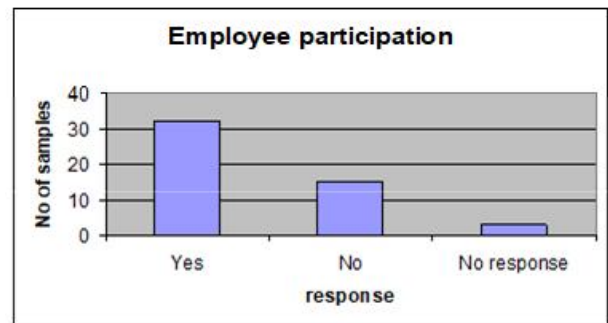
intrinsic satisfactory factors related to work it and the extrinsic satisfactory factors not directly related to work. This division is supported by many other researchers for example, personal attributes and environment were considered to play major role in influencing job satisfaction.

And in the study conducted by indicates that the worker himself/herself, work and organizational characteristics are the factors affecting job satisfaction.

High performance work system brings out increase in production and higher job satisfaction in organizations; hence some researchers consider it as an effective method to deal with job satisfaction.

**3. DATA ANALYSIS & INTERPRETATION**

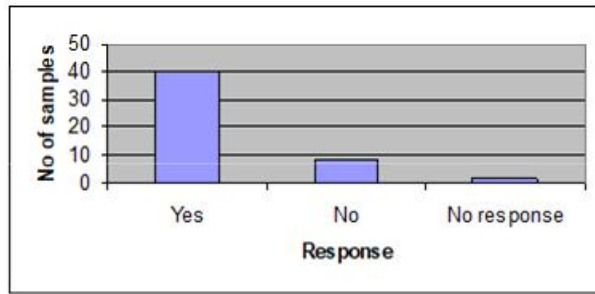
**1. Do you have employee participation, if yes, are you satisfied?**



**INTERPRETATION:**

64% satisfied with the employee participation, 30% employees are not satisfied with the employee participation and 6% employees are not responding.

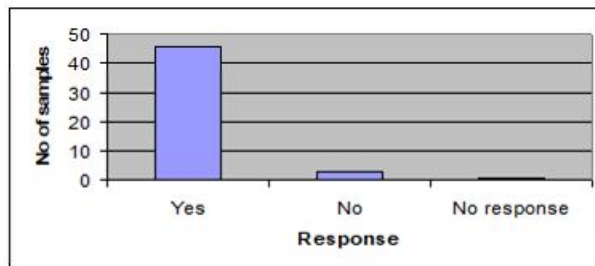
**2. Are you satisfied with the recruitment and selection process of your company?**



**INTERPRETATION:**

80% employees are satisfied with the recruitment and selection process of company and 16% employees are not satisfied with process and remaining 4% employees did not express their views.

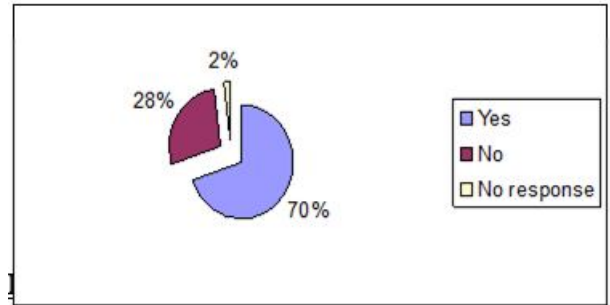
**3. Are you comfortable with the existing relation between your boss and you?**



**INTERPRETATION:**

92% employees are satisfied with the existing relation between boss and employees and 6% employees are not comfortable with the boss remaining 2% employees did not express their views

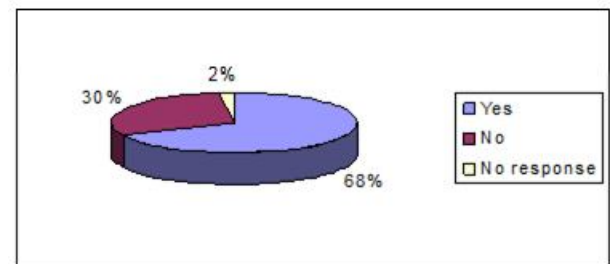
**4. Are you satisfied with the existing performance appraisal system in your company?**



**INTERPRETATION:**

70% employees are satisfied with the existing performance appraisal system of company and 28% employees are not satisfied with performance appraisal system and remaining 2% employees are not responding.

**5. Does the salary match your job position?**



**INTERPRETATION:**

68% employees are satisfied with the salary match to the job position and 30% employees are not satisfied with the salary and remaining 2% employees are not responding.

**4.FINDINGS OF THE STUDY**

**Corporate Dressing**

- Dress code is not maintained; i.e. washed ironed, contrasting colors etc

**Timings**

- Employees are bound to come by 9:00 A.M in the morning resulting in less productivity and early time out.

**Soft Skills**

- Improper communication(written and oral); etiquette/netiquette; personal and professional grooming

**Stress**

- Physical and mental; Strain on eyes due to micro observations in restoration, Improper Seating Arrangement; Cramped for Space; no frequent breaks -self and assign; due to environment; work constraints

**Job Enrichment / Career Growth / Job rotation**

- Routine/Monotonous job; lack of creativity resulting in non availability of career path

**Canteen Facility**

- Improper canteen facility

**Infrastructure & Facilities**

- Lack of a/c; improper lighting leading to stress; uncomfortable chairs; no availability of Water Bottles on Desks; Improper Seating Arrangement; Cramped for Space; distance between eye ball and the monitor, direction etc; leading to Stress; Non availability of basic amenities like soap, tissues etc.

**Targets**

- The targets which are given are unreachable. This is found to be highly demotivating to the employees.

**Rewards / Recognition**

- There is no defined procedure for evaluation of Employee Performance which is leading to high de-motivation in the employees

**fun@work**

- lack of enthusiasm; lack of corporate culture; monotonous job; leisure activities minimal

**Library**

- No library facility for self improvement in the respective field

**Grievance Desk**

- Lack of a single point contact and mechanism

**Policies**

- Employees are not aware of the policies of the organization.

**Job Security**

- Job insecurity; because of lack of career path; lack of performance tracking; no documentation to confirm their services; superiors direction

**Salaries**

- 95% of the employees are not satisfied with their salaries(refer to survey results); lack of parity exercise for qualified, skilled and unskilled

**Absenteeism**

- High rate of absenteeism. Employees take leaves with / without information

**Recruitment**

- No process and strategy. Some of the Resources are under-utilized as they are over qualified for the role.

**Resource Vs Job**

- Lack of enough resources vis-à-vis tasks assigned.

**Mega Event**

- United request from all the employees

**Sodexo**

- Not very useful to employees

**Movie-Preview**

- Employees are awaiting for Movie Previews

**5. RECOMMENDATIONS**

**Corporate Dressing**

- Recommended Formal Wear from Monday to Thursday, Casual wear on Friday and Saturday. Employees will be taught about Dressing Etiquettes.

**Timings**

- Flexible Timings are recommended in between 7:00 A.M to 9:00 P.M with proper monitoring by Team Leads. Employees are supposed to work for a minimum of 9 hrs a day and complete the targets.

**Soft Skills**

- To Provide Soft Skill Sessions (Behavioral Skills, Telephone and e-mail Etiquettes, Food Etiquettes. Behavioral and Listening Skills).

**Stress**

- Yoga and Meditation Classes to be arranged depending upon the feasibility of employees and management; Eye check-ups at the work place. 24 hour provision of Medical-Kit. Stress

Management Workshop to be scheduled. Old and spoiled chairs to be removed and replaced by proper chairs

**Job Enrichment / Career Growth / Job rotation**

- Computer Based Training for Employee Learning Curve. Employees should be trained on the latest versions and other relative techniques by the experienced Team in the Department to improve their Technical Skills. Job roles and responsibilities to be changed after a period of time to get freshness

**Canteen Facility**

- Proper and Hygienic Canteen Facility is recommended with provision of Quality Tea and Coffee; for daily meals the employee to contribute 60% and the management to contribute 40 %

**Infrastructure & Facilities**

- It is recommended that proper A/C and Balanced Lighting should be provided if not it would effect on the productivity of the employees. Provision of Water Fillers near to the Work Place. Take more space in the next floor with a min work space per person as 3'x2"sqft. To provide sufficient Soap and Tissues at Wash Rooms.

**Targets**

- It was suggested to work on re-setting the targets per project so that the employees are able to achieve them.

**Rewards / Recognition**

- Procedures to be introduced for recognizing performers; monthly, quarterly & annually; project wise.

**fun@work**

- icebreakers, team building games, prize give always; introduction of fun themes at work place

**Library**

- Books on media; audio, video and regular books

**Grievance Desk**

- A cell to be introduced and shortlist the conflict situations and address them before they happen

**Policies**

- Employees are to be communicated about HR Policies. Holiday list to be displayed on the notice board.

**Job Security**

- Superiors to continuously assure about the job security and proper documentation to be done for certain set of employees
- Would be continuously taken care.

**Salaries**

- To introduce a proper evaluation system for recognizing performance and address the current situation by providing incentives etc.; compensation offs to be introduced

**Absenteeism**

- Leave process and policy to be introduced; can introduce a second Saturday holiday.

**Recruitment**

- Policy, process and strategy to be laid down. Qualification should be a filter for recruitment. Recommended Qualification (S.S.C to Graduation)

**Resource Vs Job**

- Based on the gaps new additions in the existing team to be done

**Mega Event**

- To be done after the completion of the current project

**Sodexho**

- It is suggested that Sodexho should be provided for employees whose salary is more than Rs 10,000

**Movie-Preview**

- This would be a very high Motivating Factor for the employees

**6. CONCLUSION**

Conducting the survey has been a very fruitful and eventful experience for me. During the survey I interacted with nearly 154 employees of the organization and shared their experience in a very positive manner. It was highly educational exercise which I am sure will help me in my coming future. After the study conducted by me I came to some conclusions regarding my project work which is already discussed above and hope these conclusions will help the organization in their upcoming grievance handling mechanism. Not only getting knowledge about the topic and my work in the organization I was exposed to the corporate culture and had a very great experience regarding the work of the corporate.

**REFERENCES**

1. C.S.Venkata Ratnam,(2007) Industrial Relations, Oxford university press, 3rd impression.
2. A.M.Sarma,(2004) Industrial Relations – Conceptual and Legal frame work, Himalaya Publications, 8<sup>th</sup> edition.
3. Arun Monappa, Industrial Relations,.
4. Gary Dessler(2005), Human Resource Management, 10<sup>th</sup> Edition, Prentice- Hall of India Pvt Ltd.
5. VSP Rao(2006), Human Resource Management, 2<sup>nd</sup> Edition, Excel Books