



## IMPACT OF EMPLOYEE MORALE ON ORGANIZATIONAL SUCCESS: A STUDY AT SURYA OILS & EXTRACTIONS PVT LTD KALLAKURICHI

Mr.S.Rajkumar<sup>1</sup> Mr.D.Kumaresan<sup>2</sup> Dr.B.Velmurugan<sup>3</sup>

<sup>1</sup>II MBA Student, Department of Management Studies, NPR College of Engineering & Technology, Dindigul

<sup>2</sup>Assistant Professor, Department of Management Studies, NPR College of Engineering & Technology, Dindigul

<sup>3</sup>Associate Professor & HoD, Department of Management Studies, NPR College of Engineering & Technology, Dindigul

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### ABSTRACT

Morale is an Employee's Attitude toward his or her Job, Employer, and Colleagues. Employee Morale as the psychological state with respect to Satisfaction, confidence and resolve; the attitude of an individual or group of employees, resulting in courage, devotion and discipline; level of fulfillment one has with intrinsic work aspects, such as variety and challenge, feedback and learning. morale is essentially an in general attitude of an individual or group towards all aspects of their work like the company, the job, the supervisors, fellow workers, working conditions to which they must take pride and devote towards their effective time in Business Methodology used for this study is descriptive in nature and structured questionnaire was used which has been distributed to 100 employees, convenience sampling method was used to survey the employee morale. The result from the study explains that the morale is the psychological factor which results in positive behavior of the employees and the positive behavior results effective performance, to drive their organizations to peak performance managers and supervisors must put out front the human face of their organization.

**Keywords:** Attitude, DHF, Employee, Engagement, Morale, Organisation,

### INTRODUCTION

The present universe of competitiveness each business needs his/her representative ought to procure possesses compensation in which his/her work would be valued and makes them having a place. Employee's dedication emerges from once Morale goes about as critical enthusiastic perspective of a man whose efficiency improvement is straightforwardly identified with the resolve of the workers which can be either being sure or negative contingent upon their feelings, state of mind and viewpoint towards once organization. Since workers having positive spirit results in a superior execution, uncover low rate of truancy, and high efficiency and have a tendency to act in a reliable way that is the principle motivation behind why each association is endeavoring to keep up positive confidence among its representatives. Employee's connecting with themselves in a negative confidence have a tendency to carry on and act contrarily which hampers hierarchical adequacy and it is apparent that its solitary representatives with being sure at work and life will result in higher profitability.



Morale may be defined as an intangible concept that refers to how positive and supportive a group feels toward the organization to which it belongs and the special feelings members of the group share with others, such as trust, self-worth, purpose, pride in one's achievement, and faith in the leadership and organizational success. Few more define employee morale as the general level of confidence or optimism experienced by a person or a group of people, especially if it affects discipline and willingness. Also, morale is more influenced from the top down (that is by leadership) than from the bottom up. High or low morale is not just made up of a single factor; it is a combination of related factors.

## REVIEW OF LITERATURE

**Blake, (2017)** The study further explains that moral, job satisfaction, loyalty will create a positive attitude towards employees and this positive attitude will be changed as the performance of employee. In 2002, he said that employee performance, morale and success ultimately depends on the management of changing demographics of employees, which means how management change their employees attitude for attain goals and objectives. Employee's achievements, motivations, their perception regarding their job, participation in decision making are increasing the job satisfaction and performance of employees. Hence, it could be concluded that employee morale is depends on the job satisfaction and perception of employees regarding their job. Here the study has focuses the relationship between morale and its impact on the attitude of employees.

**Mary joice (2017)** Morale is purely emotional. It is an attitude of an employee towards his job, his superior and his organization. It is not static thing, but it changes depending on working conditions, superiors, fellow workers pay and so on. Morale may range from very high to very low. High Morale is evident from the positive feelings of employees such as enthusiasm; desire to obey orders, willingness to co-operate with co-workers. Poor or low Morale becomes obvious from the negative feelings of employees such as dissatisfaction, discouragement or dislike of the job.

**Ogedegbe (2017)** An unhappy employee can speak of the issues they are having with people outside of the business. This can affect the reputation of the business in the public and with current clients. In addition, this can negatively affect how well the company can recruit qualified new employees. With all of the potential problems that poor employee morale can cause it should be a priority to maintain a good work atmosphere for staff members. The process of cultivating high employee morale is simple. There are a few key factors that should be taken into consideration to keep employees satisfied.

**Singh, Jain (2018)** states that employee's overall presentation commonly mirrors the lesson of the organization. In comparison with administration cheerful employees speak positive about organization and they reinforce the workplace and increment the worker's spirit and representative's fulfillment to improve representative execution and profitability, which at last outcomes in high benefits, consumer loyalty and also client maintenance.

**Gupta (2018)** Morale is a fundamental psychological concept. It is not easy to define. Morale is the degree of enthusiasm and willingness with which the members of a group pull together to achieve group goal. Employee Morale plays vital role in the origination success. High



Morale leads to success and low Morale brings to defeat in its wake. The plays of Morale are no less important for an industrial undertaking. Employee morale is an issue that many organizations tend to forget about between endless paperwork and meetings. Employee morale may seem like just another item that is low on the long list of priorities that a manager has to deal with daily.

### **OBJECTIVES OF THE STUDY**

Based on the conceptual discussions made above the following objectives are framed for the successful conduct of this study.

1. To identify the morale level of the employees.
2. To find out the attributes that influences their morale.
3. To find out the satisfaction level of the employees in the following areas:
  - a. Training and development programme
  - b. Wages & Incentives
  - c. Trust level
  - d. Social and Working environment
4. To find out whether the employees have job satisfaction.
5. To determine the employee's attitude towards their working conditions.
6. To provide some valuable suggestions to the organization to increase the morale of the employees.

### **SCOPE OF THE STUDY**

The top management can use the information obtained through the study in the following areas:

- To identify the drawbacks in the existing system
- To enhance the opportunities for improvement and self-development.
- To provide creative job to the employees.
- To improve participative management techniques.
- To improve the system in human resource development area.

### **HYPOTHESIS OF THE STUDY**

#### **NULL HYPOTHESIS**

HO: There is no significance relationship between education qualification of the respondents and employees opportunities for improvement

#### **ALTERNATIVE HYPOTHESIS**

H1: There is a significance relationship between education qualification of the respondents and employees opportunities for improvement

### **RESEARCH DESIGN AND METHODOLOGY**

Research Methodology is a systematic way to solve a research problem; it includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study was conducted at Surya Oils & Extractions Pvt. Ltd at Kallakurichi.



“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

## **DATA COLLECTION METHODS**

### **Primary Data**

Primary data is the data that is collected by researchers themselves during their own research using research tools such as experiments, surveyquestionnaires, interviews, and observation. In this study the primary data were collected from the employees of AKR Industry, Trichy through questionnaire.

### **Secondary Data**

The Secondary data is the data that are gathered from the studies, surveys, or experiments that have been run by other people or foranother research. In this study the secondary data were collected from books, journals, and websites.

### **Sample Size**

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 150 respondents.

## **SUGGESTIONS**

- Effective communication among peers, defining and articulating clear lines of authority, responsibility and accountability among employees creates sense of belonging
- Identify ideal and customized training will enhanceemployee’s productivity at work by enhancing andupdating their skills
- Positive Workplace environment plays a vital role in motivating employees to perform better well in their assigned work
- Skills required include the ability to engage employees in mutual goal setting clarify role expectations and provide regular performance back.
- Two-way correspondence ought to be a mutual correspondence between the administration and the employees which will reflects in acknowledging organizational commitments
- Show Concern-Large or little every business ought to have names on work areas work stations or desk areas to demonstrate and identifying every employee’s remains a trustworthy and genuine individual
- Job Enrichment-Ensure the employee’s nonstop occupation fulfillment and rouse frequently. Incentive framework there ought to be an appropriate motivating force framework in the association to guarantee money related and non-fiscal advantages.



- Social Activities-Management ought to empower social gathering exercises by the employees. This will create more prominent gathering cohesiveness which can be utilized by the administration for building high confidence.
- . Training-There ought to be appropriate preparing of the representatives with the goal that they may do their work productively and dodge disappointment when the specialist is given preparing they get mental fulfillment.
- Employee's interest there ought to be modern popular government in the association to permit laborers support in Management.
- Feeling of Belongingness-every employee must feel that he is a piece of the Institution and must add to the upliftment of the association
- Identity: The hard working attitudes and corporate qualities must be educated to the identify various positive work rendered by employees which gives them the Identity.

## CONCLUSION

Surya Oil in considering the peak performance of its managers and employees must put out front the human face of their organization providing individualized support and encouragement to each and every employee. Therefore, it's recommended that company emphasis more on open communication, providing motivating factors, recognition and rewards on timely manner while empowering employees eventually make employee stronger and hence its impact on organisational effectiveness will be positively monitored.

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