

Publications

A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO IT EMPLOYEES IN COIMBATORE CITY

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ABSTRACT

Job satisfaction of employees in any organization is of paramount importance to achieve the targeted goals on a sustainable basis. This study hence has put forth that higher job satisfaction correlates strongly with the feelings at work. Therefore it is evident that monetary and non - monetary ways enhances the employee job satisfaction with the employee competencies and self-confidence at various levels. The main objective is to know about the HR policies and practices in various companies in Coimbatore and to establish Relationship between HRM practices and satisfaction levels. For this purpose a sample of 150 will be collected from employees of various IT companies. Percentage analysis, chi-square, and descriptive statistics were used as tools to analyse the data. The conclusion is that learning never stops and testing continues throughout their employment tenure. Every six months employees can be tested using an on-line computer system.

KEYWORDS: Job satisfaction, IT industry and Coimbatore city

INTRODUCTION

Job satisfaction is one of the important factors which have drawn attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factors which determine job satisfaction and the way it influences productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many variables, it is still a prime concern for managers.

Job satisfaction is the mental feeling of favorableness which an individual has about his job. DuBrins has defined job satisfaction in terms of pleasure and contentment when he says that:

“Job satisfaction is the amount of pleasure or contentment associated with a job. If you like your job intensely, you will experience high job satisfaction. If dislike your job intensely, you will experience job dissatisfaction.”

A Study on Attrition Attitude of Employees Working in it and Ites Industries

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Abstract

Human resources is the most important source on which the Information Technology (IT) and Information Technology Enabled Services (ITES) depends. Apart from the location advantage that India has, the factor for the country's enormous achievement in the overseas markets, is its abundant and cost effective human resources which is one of the key assets that has kept India sustain its boundary in the ITES sector. The most common and the major challenge faced by the corporate houses on these days are not attracting the prospective employees but preserving the existing talent. Organizations in India as well as in other countries face a appalling challenge of recruiting and retaining potentials however at the same time HR managers engage themselves to cope up with talent loss through attrition. Hence this study has taken to the attrition attitude of employees working in IT an ITES Sector. The study has considering a sample size of 55 employees working in IT and ITES sectors. Various tools have been used to analyze the data. The findings of the study reveals that, poor working condition extended working time and less incentives are the main reasons for attrition.

Keywords: Employee attrition, IT and ITES, Retention

Introduction

Employees in an organization form the most important asset, because of this reason the quality and quantity of an organization is determined depending up on its dedicated employees. Hence, it is crucial to conserve talented personnel permanently by the organization. In present era the best plans and strategies have to be edged by the HR to deal with retaining the

A study on organizational commitment with reference to it and ITES industry in Coimbatore city

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Abstract

Employee interest and involvement towards the work is the missions and visions of an every organization and the form of employee commitments towards an organization remain at the center of designing of many management strategy. Organisational commitment in other term it is also called work engagement or worker engagement. Organisational commitment is defined as a assessable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization which profoundly influences their willingness to learn & perform at work. Thus the engagement is explicitly different from satisfaction, motivation, culture, climate and opinion and very difficult to measure it. Various studies have demonstrated that commitment is also linked with efficiency, increasingly pointing to a high correlation with individual, group and organizational performance, customer experience and customer loyalty. The main objective is to analyse the level of employee organisation commitment of the company. For this purpose a sample of 150 was collected and percentage analysis, multiple regression and descriptive statistics were used as tool. The data and the conclusion is that employees in the company are committed at an average level and various factors that contribute to employee engagement were found. By focusing on the recommendations given the company can increase the level of engagement which leads to the success of the IT and ITES companies.

Keywords: Commitment, Productivity & Engagement.

Introduction

Organisational commitment is the level to which an employee is being committed, both emotionally and psychologically, towards the work, assignment, and vision of the organization. Commitment can be seen as a discriminating level of ownership where each employee wants to do whatever they can for the benefit of their internal and external customers, and for the success of the organization. Engaged organizations have strong and valid values, with clear verification of trust and fairness based on mutual respect, where two way promises and commitments between employers and staff – are understood, and are fulfilled. According to Allen and Meyer proposed an analytic view of organizational commitment, splitting it into three definable components – affective, continuance, and normative commitment. Affective commitment is the emotional attachment of an employee to organizational values – how much an employee likes the organization. Continuance commitment is a measure of the willingness of an employee to continue working for the same organization. Normative commitment deals with the feelings of obligation, or sense of responsibility an employee feels towards the organization. Though each component of organizational commitment may affect other components, for the purpose of designing management strategies, it is easier to segment and visualize the three types of organizational commitments in order to bolster them according to need. Increasing organisational commitment has a affirmative impact on key business metrics. Organisational commitment is required in any organization because it can affect employee's attitudes, nonexistence and turnover levels. Various studies have demonstrated that organisation commitment is also linked with productivity, increasingly pointing to a high correlation with individual, group and organizational performance, customer experience and customer loyalty. Organizations with higher commitment levels lean to have lower employee turnover, higher making, higher total shareholder returns and better financial performance.

Statement of the Problem

Organisational commitment impacts positive energy for the key success of business. It is openly or in some way linked to various business aspects such as efficiency, growth in revenue, customer acquisition and loyalty, employee turnover and financial performance which provide a competitive advantage and contribute to organizational success. Organisational commitment serves both employees and their employers. Employees who are fully involved in their work are likely to have higher morale, exhibit greater loyalty, progress in their careers, and even enjoy a more rewarding personal life. Thus each and every organisation should certainly focus on increasing the level of commitment. Thus a study is performed at IT an ITES industry in Coimbatore city regarding the level of commitment, factors that discriminate the various aspects of business activities.

Objectives of the study

To analyze the level of Organisational commitment in IT and ITES industry in Coimbatore city.