EMPLOYEE MOTIVATION AND ITS IMPRESSION ON EMPLOYEE PERFORMANCE

Shikha Nainawat*

ABSTRACT

Employees are the pillar of the organization. An organization can't be imagined without its employees. So organization needs to keep productive this pillar with different types of innovative activities. Organization recruits the candidates to fill the vacant posts that are identified through analyzing the requirement of employees in different departments. The skill sets, qualifications and other requirements are defined for the posts. Once the vacancy, posts and requirements are identified HR manager design the advertisement to invite the applications. The mode of advertisement is also equally important. The candidates apply for the posts and send the resumes. The resumes are analyzed and shortlisted by the hiring manager. The candidates go through the different processes of recruitments and finally some of them those fulfilled almost all requirements of desired post are selected. Once the candidate is selected in the organization they bound with a legal contract i.e. employment contract. The organization provides training and development to the employees for desired skill sets. The job specification and task are allotted to the employees. Now the employees need to work towards best interest of the organization that increases the long-term value of the organization. While doing job employees need to be energetic and creative. Employer should work towards motivating the employees throughout their job. Motivation is the key to make productive the employees. Motivation doesn't mean to offer monetary benefit to the employees, it has many mode such as; recognition, reward, promotion, transfer etc. A motivate employees is an assets for the organization. Motivated employees become loyal to the organization that reduces the turnover rate of the employees.

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Keywords: *Vacancy, Specialization, Motivation, Turnover, Productive.*

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Introduction
Recruitment Process of Employee

Organization has vacant posts to fill these posts organization attract the potential candidates this process known as recruitment. In this whole process the organization search the able candidates with required skills and attitude. The right selection helps organization to achieve its target.

Recruitment is the first step to create a strong resource base. In the recruitment process the organization follow a set procedure where it identify the vacant posts, identifying the requirements for the posts, analysis the applications, screening the application, shortlisting the candidates and finally select the right candidate.

- **Planning for Recruitment**

For recruitment organization first goes for the planning process where it identifies the vacant posts and its description. In description the organization specify the nature of the job, its specification, required qualification and skill sets etc.

- **Searching the Right Candidates**

In searching process organization search the candidates as job requirements. Once the vacant posts are identified the searching process has started. The organization selects the right mode of media where it can advertise or communicate for vacant posts and its requirements with the prospective candidates. The searching source can be of two types i.e. Internal and External sources.

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* Assistant Professor, R.A. Podar Institute of Management, University of Rajasthan, Jaipur, Rajasthan, India.

- ▪ **Internal Sources:** In this process of searching the organization hire the employees within the organization. Organization opt various methods to search the employees from the organization such as: referrals, promotion and transfers of employees, internal advertisements, previous applicants etc.
- ▪ **External Source:** In this process the organization select the employees outside the organization through various sources such as: employment agencies, direct recruitment, campus interview etc.

Screening

After completion of first step i.e. sourcing of candidates, screening process starts. The received applications have filtered here for next selection step. Screening is a fundamental part of recruitment process where organization rejects the unqualified or not to fit candidates. Screening has three steps:

- **Reviewing of Resumes and Cover Letters:** To screen the candidates' organization first reviews the received applications on the basis of candidates; qualification, work experience and other skills that are required for the vacant post.

- **Conducting Telephonic/Video Interview:** In this step of screening the candidates interact with the hiring manager through telephonic or video interview. This process helps the hiring manager to analysis the candidate about their attitude, responsiveness, activeness, availability, communication skills and many more.

- **Identifying the Top Candidates:** For screening the candidates the next step is identifying the top candidates. In this step the hiring manager screen the candidates or applications. This step is very helpful for the hiring manager as they can now shortlist the top layer candidates.

Evaluation and Control

This is last and important stage of recruitment process. Organization incurred cost in recruitment process so it is required to control and evaluate the effectiveness of recruitment process. In this process the salary of the recruiters, advertisement or agency fees, administration cost and other recruitment relevant costs are evaluated. Finally organization has to analysis that the recruitment process was fruitful or not.

Relationship between Employer and Employee

Once the candidate is selected as the employee of the organization he/she become the part of it. Organization and employee are in a relationship that is called employment contract. It is a legal document. This relation is based on mutual trust and respect. The employees need to be clear that what is expected from him/her and employer expect from them to perform well their duties, role and responsibilities. The employer needs to create a healthy and creative work environment to encourage and motivate employees. Employers must delegate the work to the employees according to their job description and should treat them equally without ant discrimination to promote efficiency in the workplace.

Impact of Strong Bond between Employer and Employee

Strong and healthy relationship between employer and employee benefits entire organization. If employer carries good and respectful relationship with employees they become happy, trustworthy, productive, loyal, motivated and associate with organization for long-run. A motivated and productive employee can generate and increase revenue for the organization. There are many benefits of this relationship few of them are discussed here:

- **Heightened Employee Loyalty:** The loyalty is the key of success of any organization in term of employee productivity. If the employee is having trust on employer and organization he/she become loyal to them and this relation/bond increase the productivity of the employees and want to remain or attach with the organization or longer time. On the other hand an unmotivated and disloyal employee can easily switch his job without giving next thought to it. Ignoring the importance and benefits of the relationship not only incur financial loss to the employer bot also diminish the brand image of the organization, the result of this will not come positive and it may lose the chance to attract the new and talented professionals.

- **Increased Motivation:** Healthy and trustful relationships provide conducive work environment for employees and keep them motivated and productive. If an organization having good communication process within the organization is not only the mode to increase the productivity of the employees but it need to motivate the employees by different methods. The employer should recognize the efforts of the employees, praised them for their efforts.

- **Fewer Chances of Workplace Conflicts:** Conflicts are major source of unproductive business. It reduces the productivity of the employees and decreases the revenue of the organization. The common reason of conflict is unhealthy relationship between employer and employee or between employees. If correct actions are not taken on time than these differences can become wider and sick. The only solution of this problem is to maintain a healthy relationship between the employer and employee and between employees.

- **Improves the Trust and Confidence:** For improving the trust and confidence both employer and employee need to put efforts continuously. In some organization employee relations manager is appointed to enhance the relationship status among employees and between employer and employees.

- **Ensures a Better Workplace Culture:** Workplace culture is differing from organization to organization and it flow in the blood of its employees. Employees and job seekers like to associate with those organizations that follow workplace culture and in build it in there policy as well. Organizations which follow good work culture mostly known know trusting employees, maintaining healthy relationship among employees, motivating employees, recognizing their efforts etc.

- **Enhanced Work-life Balance:** Now-a-days employees are puzzled between their professional and personal life. While maintaining the personal life sometimes they become unproductive at workplace and via-a-versa. They need to reduce the stress and come out from the hectic work schedule. A healthy employer-employee relationship can help them to get out from this situation and employee can manage their professional and personal life in better way.

- **Better Employee Engagement:** Employees feel connected with the organization if they have good relationship seniors and other employees.

Meaning of Motivation

Motivation is a process that guides the employee's behavior, encourage them to take initiative and maintain goal oriented nature. Motivation is a driving force of human conduct. Motivated employees are more productive and happy.

Maslow's Need Hierarchy Model

Maslow's proposed a model for need of hierarchy. Managers should understand the need and motivational objective of the employees. Maslow need hierarchy explained various stages of human needs. At the bottom of the pyramid there are physiological needs where a man has to fulfill its basic need i.e. food, shelter, cloths. The next level comes for safety and security needs, next level comes for belongingness and love needs i.e. intimate, relationship and friends. The next level is for esteem needs i.e. prestige, feeling of accomplishment and at the top of the pyramid there is self-actualization i.e. achieving one's full potential, including creative activities. The pictorial presentation of Maslow's Need Hierarchy Model is as below:
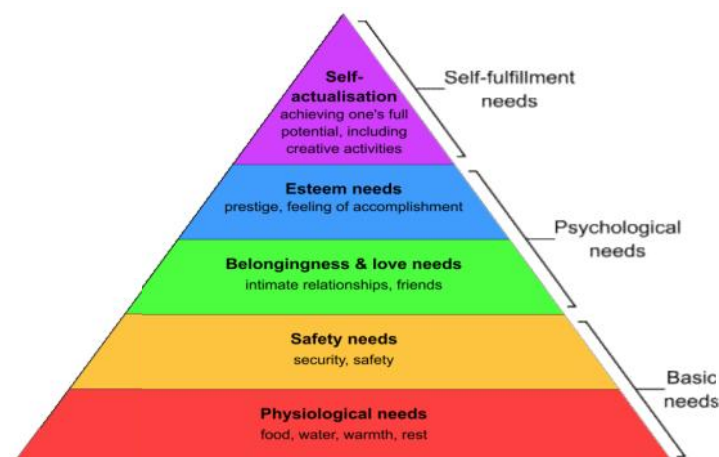
Maslow's Need Hierarchy Model
Source: www.wikipedia

Importance of Motivation in an Organization

Motivation is a key to improve the preformation of employees. So motivation plays vital role in all kind of organization weather profit or non-profit organization. Employer should keep their employees motivated all the time to get best of them. Some of the benefits of motivation are discussed below:

- **Increases Productivity:** Motivation increase the productivity of employees. Motivated employee feels connected with company and try to give his/ her best to the employer.

- **Ensures Organizational Efficiency:** A motivated employee changes his/her attitude towards organization. He became more positive towards his work and fulfills his duties and responsibilities in better way. This increases the efficiency of organization as well.

- **Ensures Loyal Workforce:** Employees who are motivated feel their connection and attachment with the organization. They are committed towards their workplace and objectives of the organization. The employees who are motivated would life to remain with the organization it reduce the turnover rate of employees.

- **Ensures a Reactive Workforce:** The business environment is not constant its keeps on changing. Loyal and committed employees turn organization into proactive that can adapt changes easily.

Methods to Motivate Employee

If employers motivate the employees they can increase their efficacy and productivity. Employers can motivate the employees by number of means some of them are as below:

- **Create a Friendly Work Environment:** To motivate the employees' employer should create a friendly environment at work place. So they should create a friendly and comfortable atmosphere at office and work place.

- **Acknowledge Employees' Achievement:** When employees work in the office they want that employer recognizes their efforts and achievements. So employer need to give credit to employees when credit is due.

- **Rewarding Employees:** Provide rewards to employees for their achievements. The reward system should be based on result. Incentives can be provided to them for their work.

- **Positive Communication is the Key:** Only incentive or reward is not sufficient to motivate the employees. Better communication is very important to motivate the employees. Employer should have proper communication channel with their employees.

- **Encourage Friendly Competition:** Employer should encourage friendly and healthy competition among employees and within the organization.

- **Have a meaningful and worthwhile goal:** To motivate the employees it is very important to set the goal for them that they will achieve. The goal should be attached with the objective of the organization. It makes employees responsible and positive towards the goal.

- **Create a Career Path:** When employees get incentives and rewards of their efforts they become motivated, this process opens the way of new career opportunities for the employees.

- **Be a Leader worth Following:** Employer gets the benchmark for the employees. If the employer is a good leader other employees will follow him/her and they feel a positive connection with the organization.

- **Encourage Creativity:** Monotonous work process makes employees unproductive. Employer need to promote creative work environment at organization so that employees can go for brainstorming activities at work place.

- **Encourage Team Work:** Employer should remove the hierarchy in the organization so promote team work in the employees.

- **Welcome all Ideas:** The ideas from employees' side should be welcomed in the organization weather relevant or irrelevant. Once the ideas are collected check there relevance.

- **Don't Let Employees Become Board:** Try to keep employees busy in productive and creative work. Avoid boredom at workplace to keep employees motivated.

Impression of Motivation on Employee Performance

Motivated employees are productive and energetic at work place. It is beneficial for organization some of them are as below:

- **It Improved Job Performance:** Motivation improved the productive of employees that helps to improve their job performance.

- **Improved Job Satisfaction:** Motivation brings satisfaction among employees in the organization.

- **Reduce Workplace Conflict:** Motivated employees are focused towards their work. It reduced conflict at workplace.

Conclusion

Revenue is the life blood of organization. It can be generated through employees. If employees are motivated they can be productivity and creative at workplace. Motivation is important process to encourage employees towards their set goals. They can achieve the objectives of the organization. Motivation keeps employees energetic and creative at work place. They feel their connection with the organization and become loyal towards it. It reduces the turnover rate and can attract new talent.

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