

JOB SATISFACTION –THE EMPLOYEES SPEAK A BOND WITH E-COMMERCE

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ABSTRACT:

Job satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the jobs available to a particular person were often predetermined by the occupation of that person's parent. There are a variety of factors that can influence a person's level of job satisfaction. Some of these factors include the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, the job itself (the variety of tasks involved, the interest and challenge the job generates, and the clarity of the job description/requirements). The happier people are within their job, the more satisfied they are said to be. Job satisfaction is not the same as motivation, although it is clearly linked. Job design aims to enhance job satisfaction and performance methods include job rotation, job enlargement and job enrichment. Other influences on satisfaction include the management style and culture, employee involvement, empowerment and autonomous workgroups. Job satisfaction is a very important attribute which is frequently measured by organizations. The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. Questions relate to relate of pay, work responsibilities, variety of tasks, promotional opportunities the work itself and co- workers.

Keywords: Job satisfaction, e –commerce, schemes, Rating Scales

INTRODUCTION

Job satisfaction in regards to one's feeling or state of mind regarding nature of their work. Job can be influenced by variety of factors like quality of one's relationship with their supervisor, quality of physical environment in which they work, degree of fulfillment in their work, etc. Positive attitude towards job are equivalent to job satisfaction whereas negative attitude towards job has been defined variously from time to time. In short job satisfaction is a person's attitude towards job.

Job satisfaction is an attitude which results from balancing & summation of many specific likeand dislikes experienced in connection with the job- their evaluation may rest largely upon one's success or failure in the achievement of personal objective and upon perceived combination of the job and combination towards these ends. According to pestonejee, Job satisfaction can be taken as a summation of employee's feelings in four important areas. These are-

1. Job-nature of work (dull, dangerous, interesting), hours of work, fellow workers, opportunities on the job for promotion and advancement (prospects), overtime regulations, interest in work, physical environment, and machines and tools.
2. Management- supervisory treatment, participation, rewards and punishments, praises and blames, leaves policy and favoritism.
3. Social relations- friends and associates, neighbors, attitudes towards people in community, participation in social activity sociability and caste barrier.
4. Personal adjustment-health and emotionality. Job satisfaction is an important indicator of how employees feel about their job and a predictor of work behavior such as organizational citizenship, Absenteeism, Turnover.

Job satisfaction benefits the organization by including reduction in complaints and grievances, absenteeism, turnover, and termination; as well as improved punctuality and worker morale. Job satisfaction is also linked with a healthier work force and has been found to be a good indicator of longevity. Job satisfaction is not synonyms with organizational morale, which the possessions of feeling have being accepted by and belonging to a group of employees through adherence to common goals and confidence in desirability of these goals. Morale is the by-product of the group, while job satisfaction is more an individual state of mind.

Job Satisfaction is the feeling, an employee gets when the job he does fulfils all his expectations. While morale refers to the attitude of the employees of an organization and is a PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT, Chinchwad, Pune - 411 019.

group concept, Job satisfaction is the feeling of an individual employee. Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job; and affective reaction to one's job; and an attitude towards one's job. Job Satisfaction can be an important indicator of how employees feel about their jobs and predictor of work behaviors such as organizational citizenship, absenteeism, and turnover

OBJECTIVES OF JOB SATISFACTION:

- ❖ To study the employees psychology in detail.
- ❖ To learn the various motivational techniques for employees in the organizational.
- ❖ Introducing e-commerce through which work from home and schemes such online and shopping cards for employees to boost their morale and interest.
- ❖ Opportunities given to employees to place their opinions

Research Methodology:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners.

Research Approach

The research worker contacted the respondents personally with well-prepared sequentially arranged questions. The questionnaire is prepared on the basis of objectives of the study. Direct contact is used for survey, i.e., contacting employees directly in order to collect data.

Collection of Data

Most of the data collected by the researcher is primary data through personal interview, where the researcher and the respondent operate face to face.

The research has been carried out at SUNNY WATER SPORTS:

Models of a job satisfaction Affect theory:

Edwin a. Locke's Range of Affect Theory (1976) is arguably the most famous job satisfaction model. The main promise of this theory is that satisfaction is determined by a discrepancy between what one wants in a job and what one has in a job. Further, the theory states that how much one value a given facet of work moderates how satisfied/ dissatisfied one becomes when expectations are/aren't met. When a person values a particular facet of a job, his satisfaction is more greatly impacted both positively and negatively, compared to one who doesn't value that facet. To illustrate, if Employee A values autonomy in the workplace and employee B is indifferent about autonomy, then Employee A would be more satisfied in a position that offers a high degree of autonomy and less satisfied in a position with little or no autonomy compared to Employee B. This theory also states that too much of a particular facet will produce stronger feelings of dissatisfaction the more a worker values that facet

STEPS TO IMPROVE JOB SATISFACTION

1. Proper staffing
2. Good facilities
3. Providing proper business climate
4. Fresh and new techniques
5. Co-ordination with top to middle level and lower level of management

E -COMMERCE AND SUNNY WATER SPORTS PRODCUTS PVT.LTD.

This company is very keen to provide with the maximum comforts and facilities to their employees as it helps the employees and organizations in the following ways:

- Improves efficiency of employees.
- Improving efficiency results in better production.
- Good production results in better sales.
- Sales maximizes the profit of the organization, which in turn results in stabilizing the firm in the corporate competitive market.

E-COMMERCE SCHEMES INTRODUCED

1. Work from home facility:

To impress the employees this company has come up with an option of work from home which helps mainly the female employees who are unable to make it physically present from their workplace, due to daily chores and chaos at home, so the company has introduced this idea with an objective of getting work done from their employees sitting at their home. This particular option has no time bounds only the work for the day has to be done. Certain video calls have to be answered in case of any emergency or doubts that have to be cleared asked by their customers. When interviewed it was found that there was an increase in the efficiency of the employees as work from home gave them a peaceful and relaxed atmosphere.

2. Schemes, bonus card shopping online:

By introducing this particular e-commerce idea there was a tremendous increase in the employees' work, their satisfaction and level of motivation was quadrupled. The main aim of introducing these schemes was to increase the employees' interest and likeness towards the organization that the employees who are in turn the asset for the organization always stuck to the firm and work in favour of them. When interviewed the CEO Mr. Cyril Sebastian he told us that schemes such as:

1. If work target for a month is achieved then a bonus card of any shopping mall is given and they can shop for the given limit.
2. Certain vacation schemes are offered for the employees where a holiday is booked online by the company for their employees.
3. Every week best employee of the year whomsoever may be, when his or her given target is accomplished, then that particular employee is given special gesture and honor and along with it a weekend for that employee and his family again booked online.

CONCLUSION:

When the research was conducted it was found that there were certain positive points about the firm which helped the company to sustain in the competitive market, whereas few negatives proved fatal for higher opportunities that the firm to achieve.

Certain negatives which could be improved are as follows:

1. To remove the sophisticated atmosphere and give maximum freedom to employees on their opinions for better performance.
2. Make e commerce more flexible.
3. Give proper training to new joinees and also give information about new techniques to the existing employees.

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