

A STUDY ON FACTORS OF EMPLOYEES JOB SATISFACTION AND HUMAN RESOURCE MANAGEMENT IN THE INFORMATION TECHNOLOGY INDUSTRY IN KANYAKUMARI DISTRICT

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ABSTRACT

The main aim of the study is to study the job satisfaction of the employees in the IT industries in the study area, the opinion of Sample IT Employees on Congenial atmosphere and the opinion of Sample IT Employees on General Problem in Work. Multi-stage stratified random sampling method was used in this study. This sampling is performed in four stages. In this stage, the Kanyakumari District was purposively chosen for this research work. In the selection, 200 employees working in IT industries in Kanyakumari District are randomly chosen. The sample respondents are identified in terms of employment IT/ITES/BPO industry during the survey period. The primary data were collected from the sample respondents. It is found that the mean score is high for good understanding and communication between employer and employee and it is ranked first and this is followed by efficiency of the employees at the departmental levels or performance appraisal. The congenial atmosphere is an important factor for efficiency in work. The mean score is high for smooth relationship with employers and co-workers (3.94), followed by opinion about your job (3.89), satisfied with the bonus and incentives given by the company (3.82), satisfied with the appreciation or reward system given by management (3.77), welfare scheme of company (3.72), job security (3.65), satisfied with the overall compensation package (3.42), and working environment in the company (3.31).

KEY WORDS: Job Satisfaction, Congenial atmosphere, Working Environment and General Problem

INTRODUCTION

Job satisfaction is an individual's feeling regarding his or her work. It is influenced by a multitude of factors. Job satisfaction is related to the total relationship between an individual and the employer for which he is paid. Satisfaction does mean the simple feeling

state accompanying the attainment of any goal; the end state is feeling accompanying the attainment by an impulse of its objective. Job satisfaction is feeling of affiliation to the institution. Job satisfaction leads to higher level of involvement, greater degree of participation, greater cost consciousness and timely maintenance of job schedules. Job satisfaction is important because it boosts work performance and also it increases the quality of life.

STATEMENT OF THE PROBLEM

Dissatisfaction among the employees in IT sector leads to frustration and frustration leads to aggression. It is believed that employees dissatisfied with their job may be militant in their attitude towards the management. 'Dissatisfaction is infectious and quickly spreads to other employees and is likely to affect the morale and working of other employees and image of organization. A dissatisfied worker may seriously cause damage to the reputation and property of the organization and harm its business interest. Job satisfaction or dissatisfaction is the result of various factors which are related to the present job situations. These various factors are opportunities for career advancement, amount of tension at work, work involvement, relations with colleagues and supervisors, due recognition of merit, sufficient emoluments and good working conditions, grievances removal, feeling of fatigue and loneliness and prestige of the organization'.

Job satisfaction is the imperative aspects of an organization as it influences productivity and other industrial environment. The job that provides satisfaction to the labour is the major criteria for people to choose a job. The job satisfaction enriches management with wide range of information pertaining to job, employee, and environment. The job satisfaction is a diagnostic instrument for understanding employee's problems in order to make changes and to correct them in case if they go wrong. It helps in improving the attitudes of employees towards the job and facilitates integration of employee with the organization. It inspires sense of belongingness and sense of participation leading to the overall increase in the productivity. The job satisfaction facilitates for settlement of grievances and this determine the type of training and the development needs of employees and the management.

If job satisfaction and morale are improved then performance of the employees can be improved. The management can take step to measure the state of employee feeling to understand and to decide their efforts in improving employee satisfaction. The management can train their managers of different cadres to pay attention to improve the performance of the employees by creating better work environment as it is getting wider attention nowadays. Job satisfaction also influences job behavior, absenteeism and accidents. For the success of

any organization, job satisfaction is important and the satisfied employees are the biggest assets to an organization and the dissatisfied employees are the liability to the organization they belong to.

The job satisfaction at work is determined by factors like pay, promotion, supervision, co-workers' behavior and attitude, and the general demographic characteristics like gender, age, educational background, and work experience. Similarly moral and benevolent leadership, performance appraisal processes, turnover propensity measures, productivity and retention methods and other yardstick used by the management also influences job satisfaction decisively. In addition, the economic factors, reforms, financial, business, market, international factors, policies of the Government, etc., are also responsible for job satisfaction level in an organization. The turnover and retention in IT industry does not support that IT turnover can be independent of job satisfaction. The IT employees seem to be quicker to change jobs than other employees when they are dissatisfied with their current employer. This study is an attempt to address the Job Satisfaction of Employees in Information Technology Industries in Coimbatore.

OBJECTIVES OF THE STUDY

- 1) To study the job satisfaction of the employees in the IT industries in the study area.
- 2) To know the opinion of Sample IT Employees on Congenial atmosphere
- 3) To study the opinion of Sample IT Employees on General Problem in Work

METHODOLOGY

Multi-stage stratified random sampling method was used in this study. This sampling is performed in four stages. In this stage, the Kanyakumari District was purposively chosen for this research work. In the selection, 200 employees working in IT industries in Kanyakumari District are randomly chosen. The sample respondents are identified in terms of employment IT/ITES/BPO industry during the survey period. In the third stage, primary data were collected from the sample respondents.

ANALYSIS AND INTERPRETATION

CONGENIAL WORK ATMOSPHERE

Congenial atmosphere or environment for efficient working is analysed in terms of sample IT employee's opinion on good understanding and communication between employer and employee, efficiency of the employees at the departmental levels or performance appraisal, goodwill of the company, motivation of the workers and employee retention. The ranking by the sample IT employees are given below.

Table 1

Opinion on Congenial atmosphere by the Sample IT Employees

Sl. No	Opinion	Mean Score	Rank
1.	Good understanding and communication between employer and employee	3.90	I
2.	Efficiency of the employees at the departmental levels or performance appraisal	3.68	II
3.	Goodwill of the company	3.12	III
4.	Motivation of the workers	2.97	IV
5.	Employee retention	2.72	V

Source: Primary data

Table 1 portrays that the mean score of good understanding and communication between employer and employee is 3.90 and it is ranked first. This is followed by efficiency of the employees at the departmental levels or performance appraisal (mean score 3.68 and rank 2), goodwill of the company (mean score 3.12 and rank 3), motivation of the workers (mean score 2.97 and rank 4), and finally employee retention (mean score 2.72 and rank 5). The congenial atmosphere is an important factor for efficiency in work.

Table 2

Opinion on General Problem in Work

Sl. No	Problems	Mean Score	Rank
1.	Job dissatisfaction	4.28	I
2.	Low morale	3.48	VI
3.	Over load	3.22	X
4.	Under load	3.27	IX
5.	Inadequate time to complete work	3.72	V
6.	Lack of a clear job description	3.64	VIII
7.	No recognition, or reward, for good job performance	3.90	III
8.	No opportunity to voice complaints	3.84	IV
9.	Job insecurity and no permanence of position	3.96	II
10.	No opportunity to utilise personal talents or abilities effectively	3.42	VII

Source: Primary data

Table 2 highlights that the mean score of Job dissatisfaction is 4.28 and it is ranked first. This is followed by Job insecurity and no permanence of position (mean score 3.96 and rank 2), No recognition, or reward, for good job performance (mean score 3.90 and rank 3), No opportunity to voice complaints (mean score 3.84 and rank 4), and finally Over load (mean score 3.22 and rank 5).

Table 3
Factors in Job Satisfaction

Sl. No	Factors	Mean Score	Rank
1.	Working environment	3.31	VIII
2.	Job security	3.65	VI
3.	Smooth relationship	3.94	I
4.	Satisfied appreciation	3.77	IV
5.	Bonus incentives	3.82	III
6.	Compensation	3.42	VII
7.	Welfare scheme	3.72	V
8.	Opinion about job	3.89	II

Source: Primary data

Table 3 gives the statistical results of the sample IT employees on factors in job satisfaction in the study area. The mean score is high for smooth relationship with employers and co-workers (3.94), followed by opinion about job (3.89), satisfied with the bonus and incentives given by the company (3.82), satisfied with the appreciation or reward system given by management (3.77), welfare scheme of company (3.72), job security (3.65), satisfied with the overall compensation package (3.42), and working environment in the company (3.31).

SUGGESTIONS

- ✓ It is observed in this study that the job satisfaction level is not equal among all the employees and that too between male and female employees. This is a serious issue which will retard the productivity and hence steps must be taken to bridge the difference in the level of job satisfaction among the employees.

- ✓ The majority of the employees felt that their problems are not handled positively by the IT industry and it will not create a good atmosphere in the industry. Therefore, the employee's problems must be attended sympathetically to enhance their job satisfaction.
- ✓ The availability of welfare schemes of the IT industry is not opined by the sample employees in the study and it is not good for such industry. Therefore, welfare schemes must be introduced to the employees to achieve job satisfaction among the employees.

CONCLUSION

Job satisfaction is the imperative aspects of an organization as it influences productivity and other industrial environment. The job that provides satisfaction to the labour is the major criteria for people to choose a job. The job satisfaction enriches management with wide range of information pertaining to job, employee, and environment. The job satisfaction is a diagnostic instrument for understanding employee's problems in order to make changes and to correct them in case if they go wrong. It helps in improving the attitudes of employees towards the job and facilitates integration of employee with the organization. It inspires sense of belongingness and sense of participation leading to the overall increase in the productivity. The job satisfaction facilitates for settlement of grievances and this determine the type of training and the development needs of employees and the management.

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