

IMPACT OF NON-FINANCIAL REWARDS ON EMPLOYEE MOTIVATION AND PERFORMANCE

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Abstract

Increasing employee performance and motivation is a difficulty, because people are a company's most precious asset. Employees are referred to as a company's human capital. If employees are motivated and pleased, they will complete their tasks meticulously and properly. De-motivated employees are likely to put in little or no effort in their jobs, produce low quality work, mostly avoid their workplace and even exit the organization when they have available opportunities. On the other hand, employees who are motivated to work are likely to be determinant, innovative and competent. Motivated employees are content, dedicated and work enthusiastically, resulting in the optimum level of employee's retention, loyalty, and harmony. These aspects contribute significantly to the growth and development of the overall organization. This study is conducted to measure the impact of non-financial rewards on employee motivation in different organizations of Pharmacy. The results indicate that a significant impact on nonfinancial rewards contributes to employee motivation. There is a positive correlation between non-financial rewards and employee motivation.

Keywords: Non-Financial Rewards, Recognition, Employee Motivation

Introduction:

Nowadays, manpower is an organization's most valuable asset because everything is done by employees. The performance of an organization's personnel has a significant impact on its success or failure. As a result, it's critical to concentrate on the aspects that influence employee performance. Ability, opportunity, and motivation are all thought to be associated to performance. Skills, knowledge, experience, and training all contribute to one's ability. The infrastructure required to complete a job is referred to as opportunity. Finally, motivation is defined as the desire to achieve a goal as well as the willingness to put up effort to achieve it. When all other circumstances are met, motivation can lead to improved performance. As a result, in addition to other variables, all businesses, whether public or private, require motivated people to be effective and efficient in their operations. One of the most essential inputs to organizational performance is employees who are

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A STUDY ON ENTREPRENEURIAL CAPABILITY OF AGRIPRENEUR IN PUDUKKOTTAI, DISTRICT

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Abstract: The India unemployment rate is increased to 6.10% in 2018 from 3.52% in 2017. The statistical data shows unemployment rate is between 3.41to 3.75 from 2010 to 2017 but 2018 employment is reaching at high percentage. Recognising that majority of workers in farming where labour productivity is low, a faster growth of agriculture are more remunerative while no significant increase in numbers of workers can be expected to India agriculture, greater uses of under employment and unemployed persons become important. It is need of the hour for agriculture to absorb the underemployed and unemployed persons so as to in due the investment and trade and to develop Agripreneur.

Keywords: Entrepreneur, Capability, Skills, Agripreneur

1. INTRODUCTION

Agriculture forms the backbone of the Indian economy and it has vital role in national income, employment and export of the country. A shift from the agriculture to agribusiness is an essential path way to revitalise Indian agriculture and make more attractive and profitable venture. Around 58% of Indian population directly and indirectly depends upon agriculture sector and currently it contributes to 16% to 17% of GDP but it falls down but service sector contribution has increased. India is at third position after China and Japan among Asian Countries. India shares around of 9% of total Asia's GDP (nominal).

Recently government take initiative to develop agriculture sector. Agriculture Export policy 2018 was approved by government of India in December 2018. This policy aims to increase India's agricultural exports to US \$ 60 billion by 2022. The government has an aim to boost entrepreneurship in agriculture by introducing a AGRIVDAAN programme to mentor starts up and it also allow 100% FDI in marketing of food products. The electronic national agriculture market was launched in April 2016 to create a unified national market for agricultural commodities by networking India is expected to achieve the ambitious goal of doubling farm income by 2022 in India.

There is also increasing demand for organic / quality food cloth in India as well as abroad. Market growth of around 15-25% per year, competitive advantages for many primary production activities in agriculture. Rain-fed farming, tropical fruits and vegetables, livestock, animal husbandry, aquaculture, wild craft etc. Are produced through real low cost production methods and private sector is willing to enter into agri-business at all levels of operations because of changing consumer demand and retail revolution have open the doors for investments by private sector in agribusiness like Reliance, Bharati, Pantaloons, Carrefour, etc. The agriculture has contributed to national income, export and changing demand of the country.

Kumar, V et. al (2018) Career planning and development on satisfaction of the employees towards career planning and development, holds the other variables as constant. The estimated positive sign implies that such effect is positive that satisfaction of the employees towards career planning and development would increase for every unit increase about employee's opinion towards career planning and development and this is significant. In addition, the findings confirm that the model fit is absolutely suitable for this analysis.

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Implementation of Lean Production System in the Select Manufacturing Companies of Coimbatore District -Tamilnadu

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Abstract: Lean is a philosophy and practice of delivering more value to customers by continuous waste elimination, throughout the organization. Lean Manufacturing or Lean Production System is an effective tool to reduce manufacturing cost by adding more value to customers and eliminating waste in supply chain. It talks about, balanced use of people, machines, and materials that give us the lowest manufacturing cost. Lowest manufacturing cost assumes all the waste is eliminated. The key is, everyone in the organization should have the capability to see the waste and flow, to make shop floor more efficient and adding more value in every part of process and sub process. There is a wrong understanding by various organizations about lean as, Less Employees Are Needed and asking labor force to work speeder without rest. But in reality lean is something which aims at adding more value to customers by smart working and making workforce to work in a standardized way.

Keywords: Waste elimination, Lean manufacturing or Lean Production System.

Article History

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1.Introduction

Indian manufacturing industries are gaining more attention due to globalization, but they are facing the challenges of cost reduction, speed to market, customer satisfaction, flexibility and quality. Since long firms are exploring the solutions for different issues like higher lead time, work in process, defects, proper housekeeping and total participation of employees. They are trying to reduce or eliminate the non value added activities which are not creating any wealth for the organization and hence not supporting to improve competitiveness in the market. Manufacturers

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TRANSITION OF ENVIRONMENTAL SUSTAINABILITY TOWARDS GREEN BANKING

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ABSTRACT

Green Banking means promoting environmental-friendly practices and reducing your carbon footprint from our banking activities. This comes in many forms: Using online banking instead of branch banking. Paying bills online instead of mailing them. Opening up accounts at online banks, instead of large multi-branch banks etc.. Green banking will be mutually beneficial to the Consumers, banks, industries and the economy. Adoption of green banking practices will not only be useful for environment, but also benefit in greater operational efficiencies, a lower vulnerability to manual errors and fraud, and cost reductions in banking activities. Green banking involves the environmental and social responsibility of banks in terms of the contribution they make towards ensuring sustainability of the environment and ecological system, through the wide range of financial products and services that they offer. The purpose of this paper is to highlight the role of green banking in sustainable growth.

KEYWORDS: Green Banking, Environmental friendly, carbon footprint, sustainability, Ecological system.

1. INTRODUCTION

In India the first green bank was the state bank of India(SBI), India's largest commercial bank, who took initiative in setting high sustainability standards and completed the first step in "green banking" with Shri O.P. Bhatt, chairman, SBI, Inaugurating the bank's first wind farm project in Coimbatore .Green banking refers to making the banking transactions easily and to avoid paper transactions instead of papers using through the electronic devices using in the day to day activities in the banking sector.

This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Not only "Green Banking" will ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future. In the environment friendly society "Go Green" mantra has become relevant in each and every aspect of business. So there is a need for banks to adopt green strategies into their operations, buildings, investments and financing strategies. Green banking can help a lot in attaining sustainable development. Green banking avoids as much paper work as possible and rely on online/electronic transactions for processing. Green Banking has become relevant in each and every aspect of business.

Green Banking covers two aspects. The first one being judicious use of all resources, energy and reducing carbon footprints and second being encouraging and financing only environment friendly investment. So Green Banking is not only about making sustainable use of resources but also about environment friendly dispensation of credit.

2. OBJECTIVES OF THE STUDY

- To know the concept of Green Banking.
- To identify the steps necessary to adopt green banking.
- To know the role of green banking in sustainable growth.

3. RESEARCH METHODOLOGY

The research is conducted on the basis of secondary data and these data are collected from newspaper, different research journal.

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EMPLOYEES' ENGAGEMENT ON HUMAN RESOURCE MANAGEMENT PRACTICE IN PUBLIC SECTOR BANKS OF PUDUKKOTTAI DISTRICT, TAMILNADU

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ABSTRACT

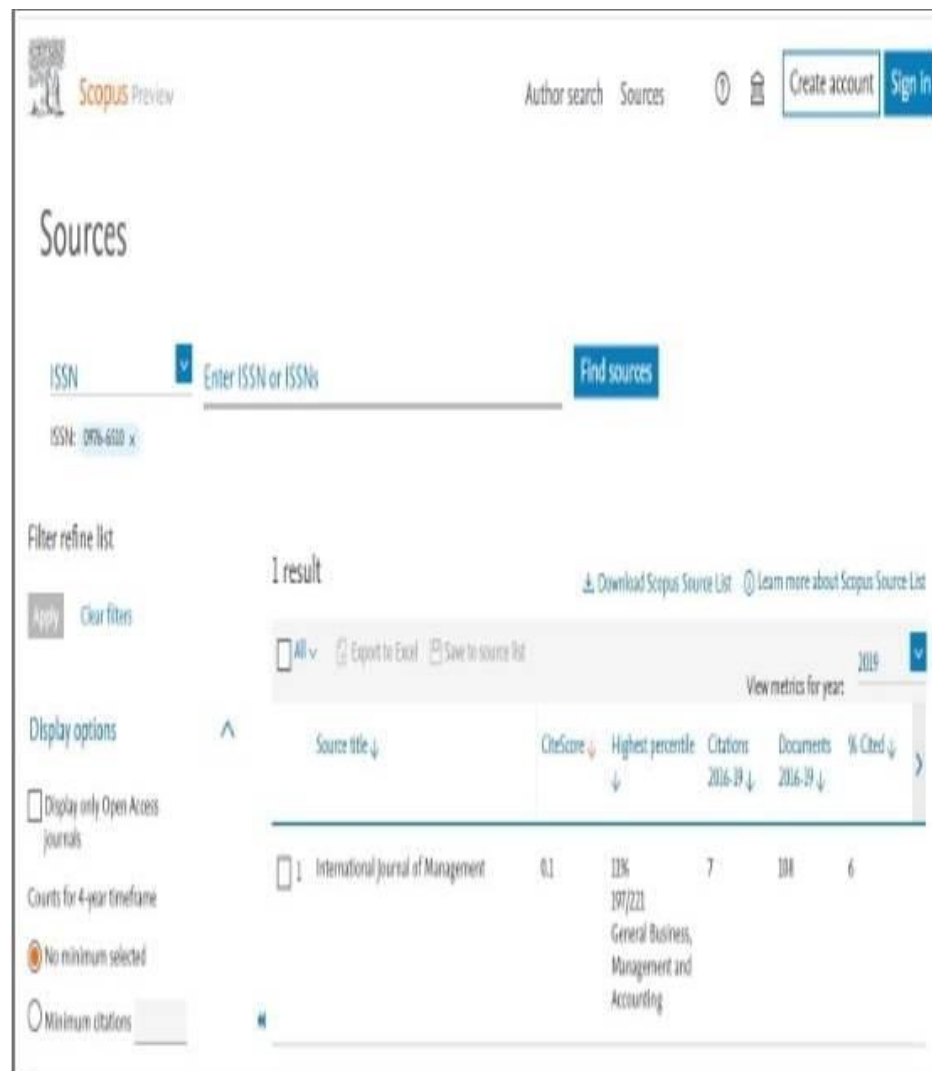
The banking sector in India is therefore witnessing tremendous changes because of political, social and economic upheavals that are taking place domestically and internationally. The banking industry in India has undergone a radical change in the last two decades. Now the banking has become too open and competitive. The basic focus and direction has changed from a level of moderate business to a maximum possible limit. Even the flow of business movement has changed from Customer's door step to bankers, now from Banker's to customers' doorstep. At this backdrop, the study of human resource management practices and Employee Engagement are quite important for formulating sound policies for the future. Therefore, the study is lead by answering the research questions as is there any relationship between human resource management practices and Employee Engagement of the employees in the Indian banking sector? Hence, the present study aims to analyze the impact of human resource management practices and employee engagement in Indian banking Sector in the study area through the socio economic of employees.

Key words: Banking Industry, Human Resource Management, Employee Engagement and Socio Economic.

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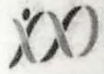
1. INTRODUCTION

To thrive in today's highly competitive and often tumultuous economic environment, organizations must employ a workforce that is proactive as well as committed to performing at high standards, both at the individual and organizational level. Work engagement can provide organizations with a competitive advantage. Most notably, employers who are focused on



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Organizational Commitment, Job Satisfaction and Job Performance among Nurses –Determining the relationship

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Abstract- Organizational Commitment, without which an employee cannot contribute to the organization is the most researched concept and influences the efficiency and effectiveness of the organization. This paper brings out the relationship between organizational Commitment and Job Performance among Nurses. The Research design was descriptive and the study was conducted among Nurses. Correlation coefficient was used to determine to what extent the variables Organizational Commitment and Job Performance were related. The findings were given based on the analysis.

Keywords: Organizational Commitment, Job Performance, Nurses, Effectiveness

I. INTRODUCTION

Commitment was viewed as a nature to engage in maintaining the relationship with the organization and this is due to "side bets" which refers to the value an employee has invested (Becker, 1960). Since 1960, organizational commitment has interested many psychologists for research. As a result many theories were propounded such as One-side-bet theory, Affective Dependency theory which viewed commitment as the influence of both economic factors and attitude (O'Reilly & Chatman, 1986). Out of attitude and economic factors, the former was given more importance in affective dependency theory (Zheng WeiBo, Sharan Kaur and Wei Jun, 2010). The four Component model of Cohen (2007) contributed to Organizational Commitment by studying commitment before and after entry into the organization and attachment bases which either instrumental or psychological. Commitment is the psychological state of an individual as it determines whether to continue their services with the current organization (Meyer et al., 1990). It involves three components Affective Commitment, Continuance and Normative Commitment. All the three components were treated as a different entity and their impact and the experiences on job performance too varies (Meyer et al., 1990). The quality of work where an employee is vital for the success of the organization and job performance is the term to judge the quality of service (Caillier, 2010). Many studies revealed the relationship between Commitment and Job Performance. The were found to analyse the relationship between Organizational Commitment and Job Performance. The performance of the employees are often evaluated by their superior and it is closely related to job performance. Contextual performance and Job Performance were considered to be the important dimensions of behaviour towards workplace effectiveness (Emin Kahya, 2009). The theoretical model is proposed below:

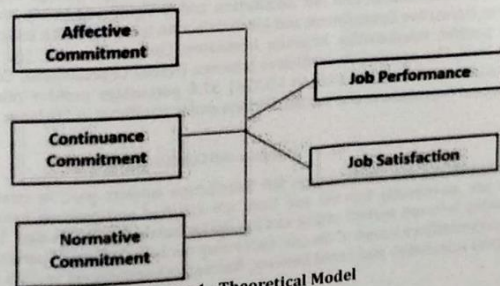


Figure 1 : Theoretical Model



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Emotional Labour and Organizational Commitment: Ascertaining the Association among Nurses

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Abstract - Emotional Labour is demanding the employees to display the required emotions at workplace. Organizational Commitment is the extent to which an employee is bonded with an organization and stays with the organization. This paper deliberates to find out the relationship between Emotional Labour and Organizational Commitment among Nurses. Descriptive research design was used and correlation analysis was done to examine the relationship. The findings were analysed for recommendations.

Keywords: Emotional Labour, Nurses , Organizational Commitment , Relationship

I. INTRODUCTION

Feelings are scripts and Emotions are actions. Every individual is bounded by emotional system. This emotional system controls and regulates the way an individual manages his/her emotions. Particularly, managing emotions at workplace and meeting the demands of the organization in terms of display of certain emotions demands tremendous efforts from the individuals. The process of making efforts to display the required emotions or internalizing the emotions demanded is Emotional Labour. Whether internalizing the emotions or taking efforts to display of required emotions is regulated by, to what extent, an employee is bonded with the organization, which is termed as organizational Commitment. Organizational Commitment and Emotional Labour are two important variables that affects the employee as an individual and the organization as a whole.

II. EMOTIONAL LABOUR AND ORGANIZATIONAL COMMITMENT: LITERATURE REVIEW

Emotional Labour is viewed as display of emotions that is required by the organization as part of the Job ([1]Arlie Hochschild, 1983). There are two basic components of Emotional Labour: Surface Acting and Deep Acting. Surface Acting is display of the organizational required emotions by an employee, but the exhibited emotions are not actually felt ([2]Arlie Hochschild, 2003). Surface acting is pretending to display the required emotions and faking the same since it is not actually felt by the employees ([3]Näring, Gérard 2007). It is natural for human beings to carry their emotions everywhere and workplace is no exception. Employees bring emotions to work and thus it

might be difficult to express the emotions required for the job while the emotions which has already brought remains inside and thus demands more effort. Deep Acting, on the other hand is exhibiting the emotions required by the organization by internalizing the emotions and hence it is actually felt and comes effortless. ([4]McShane & Steen, 2009). While in Deep acting, the employees takes effort to naturally feel and express the emotions demanded. Suppression is hiding of emotions for the sake of Job. Emotional Consonance is known "Passive Deep Acting" where an employee effortlessly display the required emotions. (Näring, Gérard.2007). Organizational Commitment is the strength of bonding of employees with the organization and as a result, the employees tend to stay with the organization longer. Organizational commitment involves three components: Affective Commitment, Continuance Commitment and Normative Commitment ([5] Meyer and Allen, 1997). When affective commitment component dominates the employees, they are strongly bonded with the organization, stay and endure their service with the organization. Continuance committed employees analyse the cost associated in leaving the current workplace and the prospects when they leave the current workplace and stay with the organization. Normative commitment has moral obligation component with the employees and endure their service. ([6] Agata Wolowska ,2014).

III. OBJECTIVES

The main objectives of this study are to analyse the demographic profile of the sample and to find out the relationship between Emotional labour and Organizational Commitment among Nurses.



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A STUDY ON OVERALL PERFORMANCE OF THE NURSES ON FACTORS INFLUENCING EMOTIONAL LABOUR BY USING THE NEURAL NETWORK (NN) METHOD IN PRIVATE HOSPITALS IN CHENNAI

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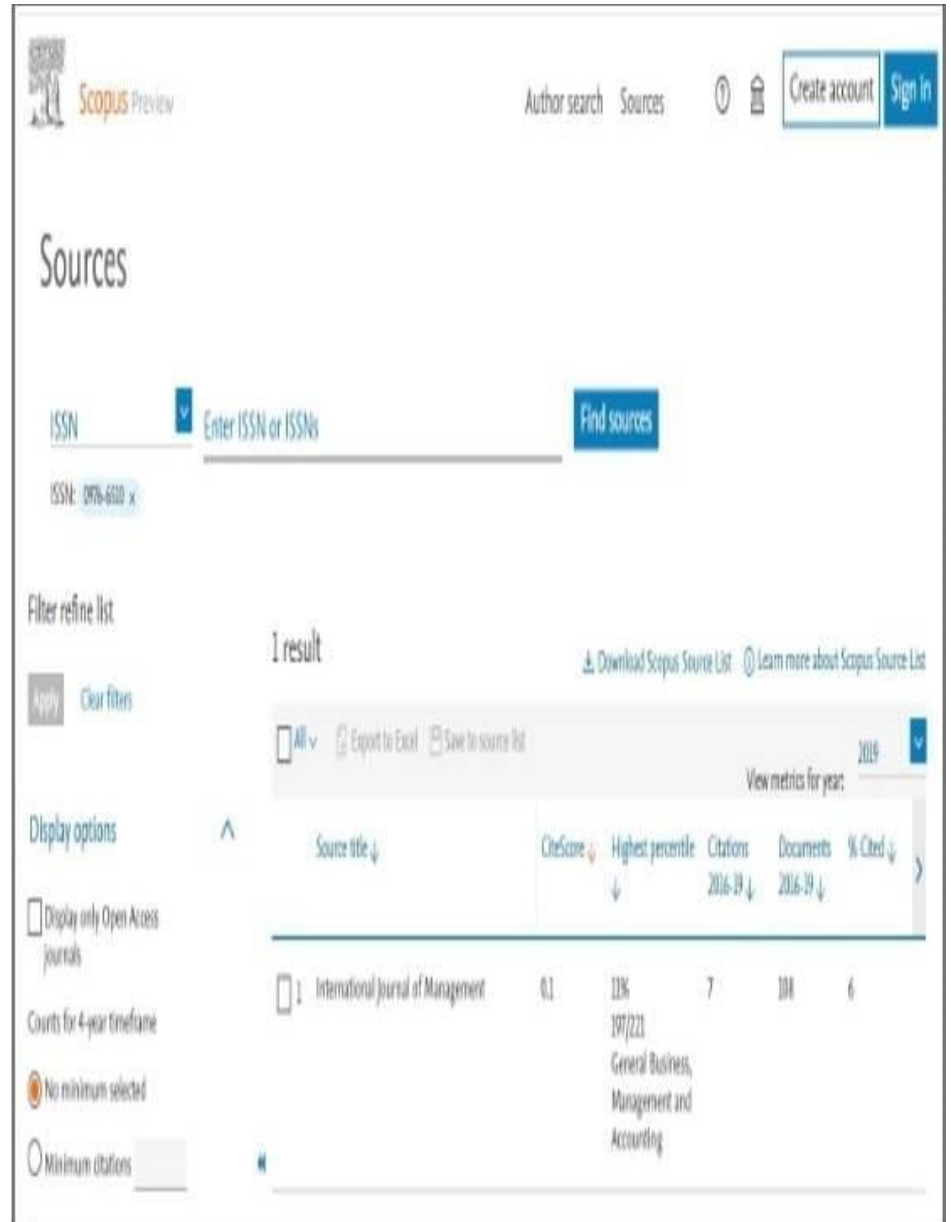
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ABSTRACT



With the expanding complexities both in business and human conduct, made the requirement for individuals with high IQ as well as individuals with high EQ more. In the present time where the trademark "Client is the King" wins in each organization the emotionally imbalanced may think that it's difficult to accomplish their objectives. The manner in which an individual feels influences the manner in which he carries on and the manner in which he acts and additionally influences the people around him. Number of research has been led on this problem that is begging to be addressed both in developed and developing nations covering the different parts of feelings at working environment, relationship of Emotional Labour (EL) qualities, for example, discernment, control, use and comprehension of feelings, with physical and mental wellbeing to decide the benefits of the information and use of Emotional Labour. In developing nation particularly India, there is shortage of writing concentrating on this significant part of Emotional Labour. So a need emerges to consider this idea in Hospital Sector which is the foundation of curative care and liable for the general development of the country at a huge.

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