

A STUDY OF DIFFERENT MAINTENANCE AND MOTIVATION FACTORS DESIRED TO BE AT WORKPLACE BY TODAY'S YOUTH, BASED ON HERTZBERG'S TWO FACTOR THEORY, WITH REFERENCE TO STUDENTS OF BUSINESS MANAGEMENT, INDIRA COLLEGE OF COMMERCE AND SCIENCE, PUNE

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Abstract

Most of the time it is difficult to identify the motivation factors which insights about people and their behavior. Therefore, by considering Hertzberg's Two - Factor Theory researcher wants to identify the different Maintenance and motivation factors with reference to students. This study may help the employer and company to understand the expectation of employees from the company, which may help them to retain the employee in an organization for a longer time. Scholars are studying Hertzberg's theory's applicability, significance, and influence on the employees of different sectors. As per the consequences of Indian Industrialism, Management became more centric towards the employees for organizational productivity and development. Scholars using this theory to help management to retain and motivate existing employees they are elaborating old theory and giving new edge to this theory as per current scenario. Here in this study the researcher wants to identify the maintenance and motivation factors of job aspirants. The findings of the research paper (Maintenance Factors) may help to understand the expectations of today's youth which requires to retain them and the (Motivational Factors) may help the employer and company to increase the motivation level in their employees in future.

Keywords: Hertzberg's two factor theory, maintenance factors, motivation factors, job aspirants, workplace, students.

INTRODUCTION

The researcher wanted to identify the factors responsible to create job satisfaction and job dissatisfaction at workplace. With the help of Hertzberg's two factor theory the researcher wanted to analyze the factors, which may help to increase or decrease the job satisfaction of employees.

Through this survey the researcher wanted to identify the different Maintenance and Motivation factors expected by students at their workplace. Here the researcher want student’s to anticipate about their future workplace and the factors which may provide maintenance and motivation. Also the researcher need to understand the most important maintenance and motivation factor the students are expecting from their future employer.

REVIEW OF LITERATURE

Author	Purpose	Year	Major Findings
Mrs. Nivedita Moharir	The Critical Analysis of Frederick Herzberg s Theory with Reference to Changing Perspective	2015	Employees from any organization expect proper valuation of their contribution towards organization. The outcome of study revealed the importance of performance management system.
Chaudhari Jyoti Shantaram	A study of factors influencing motivation of generation Y with reference to Two Factor Theory in service sector	2021	It contributes to the understanding of the factors influencing motivation of Generation-Y employees working in the service sector operating in Pune to offer probable solutions and a tested mathematical model in the light of findings.
Lakshmi S	Influence of job dissatisfaction on creativity with emotional intelligence and motivation as moderators among teaching professionals	2019	The study aims to study the relationship between job dissatisfaction and creativity among teaching fraternity and normally it is expected that dissatisfied employees would be low in creativity
Hariprakash N.	A study on the entrepreneurial traits and achievement motivation among college students in thoothukudi district	2015	If education can be offered with entrepreneurship orientation it would wipe out the rush for jobs, as students would take up self-employment careers. Also it highlights the steps to be taken to create the awareness about the need for promoting entrepreneurship as the career.

Reserch Objective

1. To identify the different Maintenance and Motivation factors expected to be at workplace by students, based on Hertzberg’s two factor theory.
2. To understand the most important maintenance and motivation factors students are expecting from their future employer.

Method

Total number of respondents are 126, Respondents are the Students of Business Management Program of Indira College of Commerce and Science, Pune, Random Sampling technique used for selection and distribution of questionnaire amongst students.

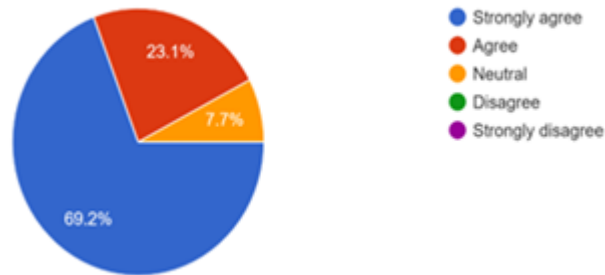
Analysis and Interpretation of Data

Before you begin to format your paper, first write and save the content as a separate text file. Complete all content and organizational editing before formatting. Please note sections A-D below for more information on proofreading, spelling and grammar.

Keep your text and graphic files separate until after the text has been formatted and styled. Do not use hard tabs, and limit use of hard returns to only one return at the end of a paragraph. Do not add any kind of pagination anywhere in the paper. Do not number text heads-the template will do that for you.

Job Satisfaction

Job satisfaction is a feeling of fulfilment or enjoyment that a person derives from their job" Are you agree with the statement?

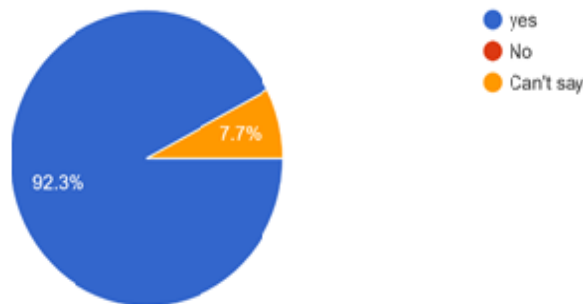


Interpretation

92% Job Aspirants are agree with the statement that, "Job satisfaction is a feeling of fulfilment or enjoyment that a person derives from their job?" 7.7% students are neutral, No respondent is Disagree with the statement.

What motivate employee?

Dear Job aspirants, can you differentiate the factor's required to retain (maintain/continue/ keep employee in an organization for long time) and the factor to motivate an employee?

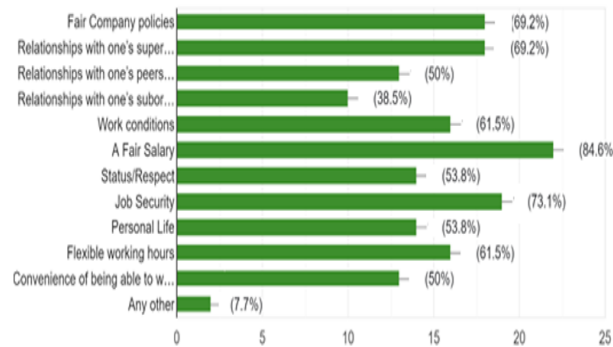


Interpretation

92.3% Job Aspirants believe that they are able to differentiate the factor's required to retain and the factor to motivate an employee. 7.7% students can't say about differentiation of factor's required to retain and the factor to motivate an employee.

Factors affectin job retention

In your opinion, which are the factors required to retained/ continue/ keep employee in the organization. (You can select multiple)

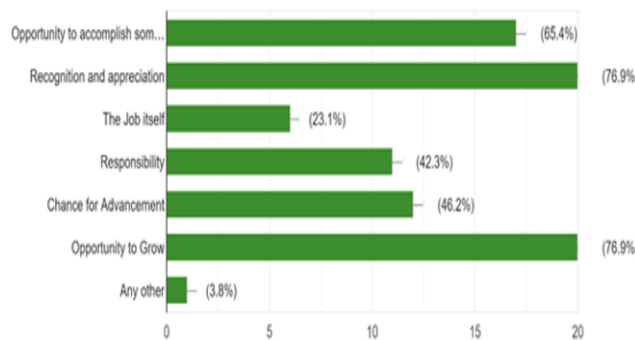


Interpretation

When researcher asked about, the factors required to retained/ continue/ keep employee in the organization, First preference is given to Fair Company policies and A Fair Salary. Second preference is given to Work conditions and Job Security. Third preference is given to Relationships with one’s super wiser and fair company policies, working conditions on fourth preference. Status and personal life is at Fifth Preference. Sixth preference is given to Convenience of being able to work from home and Relationships with one’s peer. Seventh preference is given to Relationships with one’s subordinate.

Motivational factors for and employee

In your opinion, which are the factors required to motivate an employee in the organization. (You can select multiple).



Interpretation

When researcher asked about, the factors required to motivate employee in the organization, first preference is given to Recognition and appreciation, and Opportunity to Grow. Second preference is given to Opportunity to accomplish something significant. Third preference is given to Chance for Advancement. Forth preference is given to Responsibility. The Job itself is at Fifth Preference.

FINDINGS AND OBSERVATIONS

1. Respondents are the job aspirants those who have completed their degree of Bachelors of Business Administration Program. 92% Job Aspirants are agreeing with the statement that, "Job satisfaction is a feeling of fulfilment or enjoyment that a person derives from their job?"
2. Almost all Job aspirants believe that they can differentiate among the factor's required to retain and the factor’s required to motivate an employee.
3. When researcher asked about, the factors required to retained/ continue/ keep employee in the organization, first preference is given to Fair Company policies and A Fair Salary. That means the most important factor to maintain an employee is Fair Company policies and A Fair Salary. Second preference is given to Work conditions and Job Security. Third preference is given to Relationships with one’s super wiser and fair company policies, working conditions on fourth preference. Status and personal life is at Fifth Preference. Sixth preference is given to Convenience of being able to work from home and Relationships with one’s peer. Seventh preference is given to Relationships with one’s subordinate.

4. When researcher asked the opinion about, the factors required to retained/ continue/ keep employee in the organization other than mentioned so job aspirants said they need 1. equity, 2. For the employees those who are working since a longer duration must be provided with better perks so that they feel that they are being well heard and understood by the management.3. healthy and supportive environment 4. Equality for all.

5. As per job aspirants, the most important factor they mention to maintain the employee in an organization are, Salary as per industry standards, Support, Job Security, Personal life, A good leader (Boss), Work conditions, Proper and equal treatment, Company Culture, Job security, Office environment, standard equipment and good working conditions, Respect, Freedom of creativity, Attractive incentives, rewards or returns on achievement, Give importance and respect and Value to the employee.

6. When researcher asked about, the factors required to motivate an employee in the organization, first preference is given to Recognition and appreciation, and Opportunity to Grow. Second preference is given to Opportunity to accomplish something significant. That means as per job aspirants the most important factor to motivate an employee is Recognition, appreciation, and Opportunity to Grow Third preference is given to Chance for Advancement. Forth preference is given to Responsibility. The Job itself is at Fifth Preference.

7. When researcher asked the opinion about, the factors required to motivate an employee in the organization other than mentioned so job aspirants said they need

RECOMMENDATIONS AND SUGGESTIONS

1. As per job aspirants, fair Company policies and a Fair Salary are the most preferred factor required to retained/ continue/ keep employee in the organization, so company has to give more emphasize on these factors.

2. As per job aspirants, Recognition, appreciation, and Opportunity to Grow are the most preferred factor required to Motivate employees in the organization, so companies have to give more emphasize on these factors to motivate their employees.

LIMITATIONS OF THE STUDY

1. Herzberg assumed a correlation between satisfaction and productivity. However, in this research the researcher only tries to identify the expectations of students regarding maintenance and motivation factor from their future employer.

2. Here in this research the researcher wants to identify the expectations of students regarding maintenance and motivation factor from their future employer, when they are not completely unaware about their future working condition.

3. The respondents already studied the Hertzberg's two factory of motivation so, the responses may have influenced. 4. The time and total number of respondents may be the limitation of the study.

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