



## **INVESTIGATING THE CONNECTION BETWEEN WORK HAPPINESS AND THE ABILITY TO COMMUNICATE WELL IN A VARIETY OF LARGE BUSINESSES**

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### **ABSTRACT**

The present research focuses on the state of Rajasthan to investigate the levels of motivation and job satisfaction in the business process outsourcing (BPO) industry, which is one of the most rapidly increasing sectors in India. In this thesis, the original two factors—motivators and hygiene—are modified by using the Herzberg two factor model as a foundation or framework.

India is now the most popular market in the world for business process outsourcing (BPO) companies, and it has been regarded for a long time as a rising star that influences outsourcing trends all over the globe. Because of its low labor costs and its enormous talent pool of skilled people who are also fluent in English, India has a competitive edge over its competitors. It is anticipated that India's business process outsourcing (BPO) industry would grow by 12-15 percent during the 2013-2014 fiscal year.

The most crucial component of any piece of research is arriving at a conclusion that makes sense. The results of the analysis and interpretations serve as the basis for the conclusion of the study (Greenberg, 2003). The current study makes a contribution toward a better understanding of the levels of motivation and job satisfaction seen in the BPO industry. The research investigates the levels of employee motivation and work satisfaction at two of the most important companies in the Indian business process outsourcing (BPO) industry: Genpact and Infosys. Since Rajasthan is the focus of the research, the data was gathered from the various locations of these organizations that are situated in Rajasthan. The questionnaire for the study was carefully constructed, and it was sent to workers. The level of motivation and work happiness in the business.

Keywords:- *Process, research and market etc.*

## **INTRODUCTION**

The global business environment is rapidly changing, and the organisations who are adaptable to change will thrive. Associations must approach approaches in order to continue through the challenging competition, and those who can do so will wish to support for longer. Perhaps the most important test that organisations confront today is how to manage workforce turnover caused by the transfer of a large number of modern specialists. This could be due to their lack of Inspiration and obligation for the organisation; this viewpoint emphasises the importance of researching Inspiration and its correlation to Work Engagement. HRM plans and practises should be integrated in such a style that they are tailored to the organization's procedures and also determine employee expectations. These methodologies are geared toward retaining and attracting employees as well as combating other negative effects of boredom and letdown, such as truancy, poor execution, low assurance, low loyalty, less teamwork, and less focus on hierarchical goals, all of which can affect an organization's ability to compete in today's highly competitive business environment. As a result, it's critical to research and comprehend the factors that motivate and motivate employees.

As a piece of such a cutthroat business climate each association needs to design and plan according to the overarching industry circumstance. Today the associations are exceptionally centered around client inclinations in order to augment the profits of business. The associations have likewise understood the significance of building interior capability and limit in order to get by and contend in this unique business climate. Guaranteeing worker responsibility towards authoritative goal has been a basic issue looked by greater part of the association. Associations are putting forth a valiant effort in understanding different elements which could inspire the representatives and ensure the necessary responsibility towards authoritative goal. The associations neglecting to advancement such system of hierarchical practices will result in to high turnover of workers which will trouble association with additional expense of recruiting and preparing new representatives as well as non execution of association plans and methodologies in the ideal way and low efficiency and execution.

## **BARRIERS TO COMMUNICATION IN ORGANIZATIONS**

1) A Mixture of Effective Layers: Since there are many forms or grades in the order, the form of the relationship frequently causes messages to be bulgy, halted, or kept. As the message travels through the middle layers of vertical transmission, it will be distorted in general. Data may be stored at a set level or moved on as needed. This is done with the assumption that it will give a negative impression to higher levels about the official's appearance at that level. The declining progression of

correspondence can also be changed midway through to suit the comfort or interests of the bosses involved. This is referred to as 'separating' the message.

2) Language Barrier: The language used to deliver a message may cause problems due to the difficulty in interpreting words or the lack of clarity in articulation. Because of the shipper's style, people with varied educational, cultural, and scholarly backgrounds may find it difficult to interpret the message. In such circumstances, the sender and recipient of the message may attach diverse meanings to a similar word. This is termed as the semantics problem.

3) Status Barrier: In an organization, status linkages can be a huge obstacle to effective communication. Because of their multiple places in the chain, people in top and subordinate roles have different status. Followers routinely muffle or keep data that their employers may not prefer, or deliver twisted facts to appease their bosses, due to the status differential. No one wants his supervisor to find out about his mistakes. Furthermore, the prevalent status consciousness prevents him from fully transmitting data that may reflect negatively on his competence or judgment.

4) Practical Distance as a Barrier: In large organizations, the total location between the sender and receiver of a message can be a stumbling block to effective communication. This is because it's difficult to tell yet if the recipient has received, acknowledged, and backed it up on the message sent to him if he works in a different environment than the shipper.

## LITERATURE REVIEW

(*Molla, 2015*) described how the consequences of work stress are harmful to the company, and in some cases, even disastrous for the entity. „When work isn't any longer fulfilling, stress begins to build. Generally, employees who already are unsatisfied with their positions will act in a manner that are damaging to the business. For example, greater rates of churn, absenteeism and punctuality, as well as an increase in the number of incidents such as strikes, complaints, and sabotaging are all likely to occur. It is more probable that an employee will quit if unhappiness inside the company spreads across the organization. Attrition is a result of employee discontent on the job. A increased turnover rate results in poor employee morale, organisational instability, and just a reduction in production.

(*Shmailan, 2016*) highlighted that successful firms rely on the great performance from their personnel to fulfill their goals. Professionals must execute at a great level to make for their organizations to fulfill their strategic objectives and maintain their competitive edge. According to organizational theorists, it is indeed critical to have proper personnel in the correct positions. The fit

between a person and just a job is critical because it decides not just whether an individual is well enough for the work but not if the individual will be devoted and effective for the business. Employment status as a notion may be examined in a variety of ways, such as a company's capacity to meet their objectives and adhere to organizational norms, among other things. Performance was defined as "equated with behaviour and attitude, and which is anything that an individual simply does and could be observed" according to the definition. People are selected with the expectation that they will perform efficiently and effectively.

*(Randa, 2016)* the fact which, in contrast to the basic issues produced by a lack of efficient communication, there seem to be elements associated to information exchange that are viewed as restricting an employee's capacity to accomplish their obligations. When supervisors fail, their staff often believe that they are unable to carry out their responsibilities properly. It was stated that in order to analyze successful communication and establish its influence on workers' attitudes and behaviors, psychological and behavioural elements must be examined.

*(Hargie, 2016)* Researchers discovered that successful businesses have experienced managers who are able to interact effectively with individuals and teams. Various good effects occur as a result of this. When working connections are optimized, innovation is promoted, and workers have a greater feeling of belonging and dedication to the organization, the organization benefits. The psychological consequences of greater employee happiness, as well as concrete bottom-line advantages, such as higher corporate earnings, are both positive outcomes of this strategy. The section serves as a template for analyzing organizational learning in definitions of something like the communication process engaged, the aims they seek to achieve, the messages started sending and the pathways used to transfer them, the interest earned to upward from the responses

*(Walz, 2016)* Several studies have found that motivation is defined as a self-generated motor to achieve those goals or pursue a specific action. Employees that are highly driven focus their work on reaching specified objectives. As a result, it is the manager's responsibility to inspire staff and encourage them to strive to perform their best work. Employees that are motivated miss less days of work less often, are more creative, and are somewhat likely to express negative attitudes to clients and coworkers than their less motivated counterparts. They generally tend to remain in their employment for a longer period of time, which reduces churn and the costs associated with recruiting and training new personnel. What, on the other hand, is it that inspires workers to do really well?

*(Anna, 2016)* According to the result of the researchers, as firms grow more global, the culture has an

impact becomes more important for this study. The most significant problem that these organizations encounter is the social disparity that exists between their local staff and the overseas employees of their international branches and subsidiaries. The whole control system is either completely or partly customized to the specific needs of the nation in question. There is a substantial body of studies dedicated solely to the operation of regional offices of transnational companies throughout different nations, and all include that that mncs should pay close attention towards the national characteristics of their employees when managing their personnel.

*(Dhaliwal, 2016)* It has been noted that workers want to earn appropriate pay since money constitutes the most essential motivator when it comes to determining its influential worth. Individuals, particularly those working in manufacturing, get the ability to sustain and push themselves to achieve better levels of performance via financial incentives, since they may be using the cash to cover their own requirements. Employees' dedication and devotion are established in large part by their compensation, which serves as a primary motivation for them. Nonetheless, studies it has been shown that wealth does not considerably enhance performance but that income does not greatly increase productivity over the long run. Furthermore, concentrating just on this component may cause workers' attitudes to worsen, since they may be motivated solely by financial benefits.

*(Kumar Associate Professor, 2016)* focused on the fact that work satisfaction is shown to be associated with a variety of characteristics, including efficiency, absenteeism, and attrition. Employee customer satisfaction is important since a personality and views may have an impact about his or she actions. A person's views and ideas may influence whether or not they work much harder maybe less. Individuals's overall health is also affected by their quality of work life for such simple explanation that most folks spend a huge portion of their day at employment. As a result, a person's discontent with his or her job may manifest itself in discontent with other aspects of their lives. The total pleasure of a person and their or her employment is the consequence of a variety of variables.

*(Aslan, 2017)* Minnesota gratification questionnaire, this is mentioned, is typically used to assess work satisfaction premised on operations, independence and variety; status in society; supervision; morale; job protection; authority; skill sets; policies to promote creativity and advancement in the workplace; work conditions to recognize achievement; and co-workers, among other factors. The majority of theories of work satisfaction are based on these characteristics, and several research have been conducted using this scale. This research aimed to determine the factors that influence performance, such as employee satisfaction, anticipations, and relevance, as well as the apps method, responsible

prosecutor's office for performance assessment.

## **SIGNIFICANCE OF THE STUDY**

Business Process Outsourcing (BPO) is the fastest growing section of India's ITES (Information Technology Enabled Services) market, with a compound annual growth rate of 24%. The expansion of the Indian BPO sector has been aided by factors such as efficiencies, business risk mitigation, price advantage, utilization improvements, and higher expertise, among many others. BPO in India, which began in the mid-1990s and has grown exponentially since then, is now a multibillion-dollar industry. India has surpassed other rivals like as Australia, China, the Philippines, and Ireland to become the world's favored market for business process outsourcing businesses.

As of 2012, around 2.8 million individuals were employed in the outsourcing industry. Annual revenues are in the neighborhood of \$11 billion, or around 1% of GDP. The scarcity of skilled workers is causing wages to rise by 10-15 percent (Indian Outsourcing Revenue to Reach \$ 50 Billion in 2008). As a result, the industry is also confronted with the issue of human resource management and administration. There is a scarcity of staff at the medium and top levels, and the attrition rate is quite high (Ghoniya). When it comes to third-party outsourcing organizations who are just getting started in this market, the challenges are much greater. Because of their financial and other restrictions, they are unable to even invest in employee training. It has been estimated that the attrition rate in the sector is over 35%, which is fairly high for any industry. Compared to the typical Indian contact center employee, who remains with a firm for 11 months, the average UK call center employee stays with a company for 3 years (Ghoniya). On the professional front, high stress levels, the monotonous nature of the job, demand-supply inequality, and a lack of career growth potential are among the factors to consider; on the personal front, loss of identity, misalignment with the normal cycle, complete change of lifestyle, and a lack of comfort are among the factors to consider. Add to this the poaching approach that the participants in the business are using to recruit new employees. As a result, effective human resource management is essential for the industry. It becomes necessary to investigate the degree of motivation and work satisfaction in the industry, as well as the extent to which it has grown findings.

## DATA ANALYSIS

Table- 4.1

safe How do you find or your working place					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Satisfied At All	17	17.0	17.0	17.0
	Not Satisfied	25	25.0	25.0	42.0
	Somewhat Satisfied	24	24.0	24.0	66.0
	Satisfied	17	17.0	17.0	83.0
	Very Satisfied	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

GRAPH-4.1

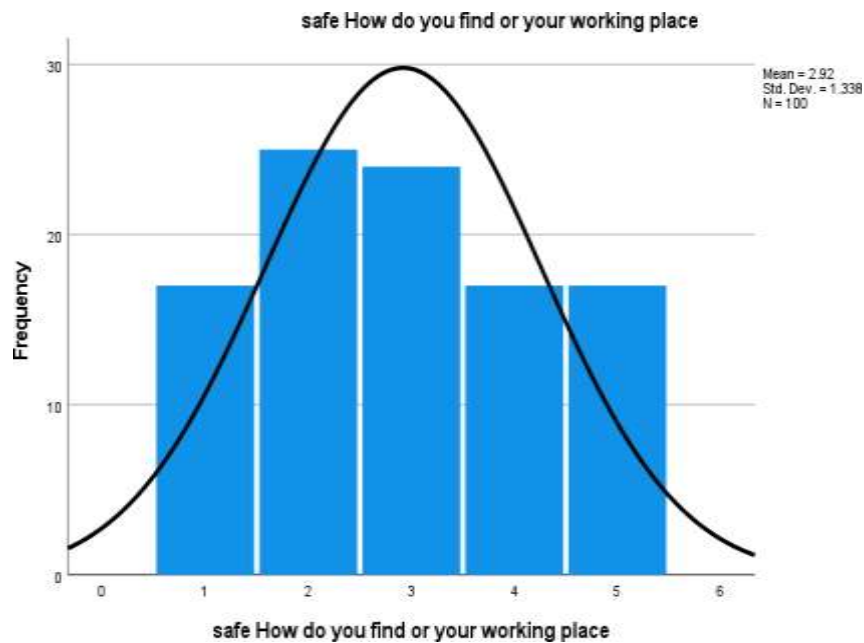


Table- 4.2

How satisfied are you with the <u>supportiong</u> equipment you are using to help your job					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Satisfied At All	20	20.0	20.0	20.0
	Not Satisfied	26	26.0	26.0	46.0
	Somewhat Satisfied	13	13.0	13.0	59.0
	Satisfied	19	19.0	19.0	78.0
	Very Satisfied	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

GRAPH-4.2

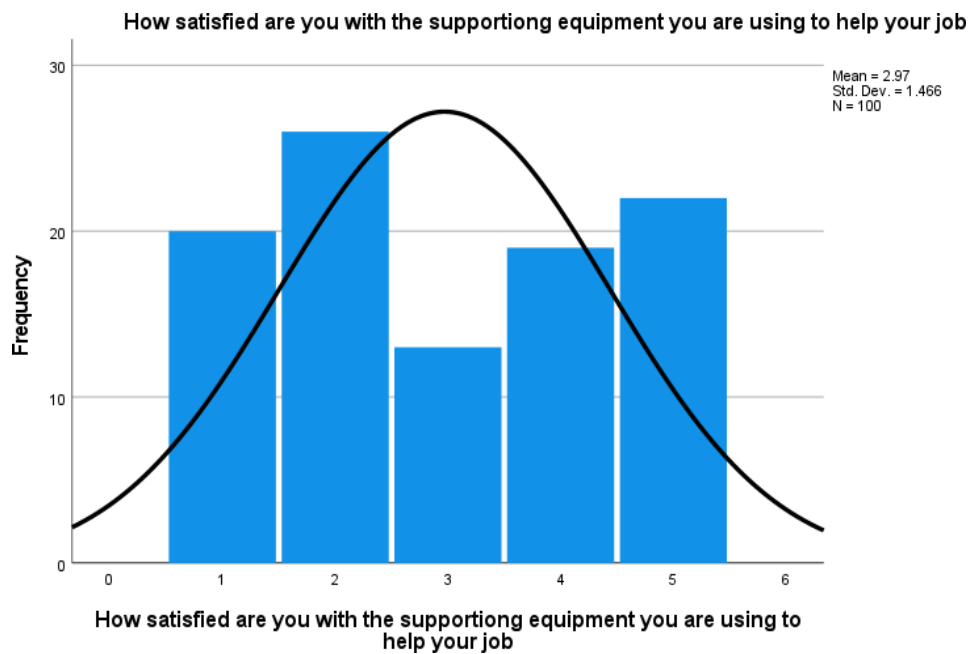




Table – 4.3

How satisfied are you with the training and re- training at your work place					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Satisfied At All	18	18.0	18.0	18.0
	Not Satisfied	26	26.0	26.0	44.0
	Somewhat Satisfied	18	18.0	18.0	62.0
	Satisfied	25	25.0	25.0	87.0
	Very Satisfied	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

GRAPH-4.3



Above tables contains details towards their satisfaction you with the training and re-training at their work place. 18% of them were not at all satisfied with the training and re- training at their work place. 26% of the respondents are not satisfied with the training and re- training at their work place while 18% of them were partially satisfied with the training and re- training at their work place while 25% of them were satisfied with the training and re- training at their work place. 13% of them were very satisfied with the training and re- training at their work place.

## CONCLUSION

It wasn't until the early and middle of the 1990s that India became familiar with the term Business Process Outsourcing, but by that time, it seemed as if the whole country had been taken over by BPO fever. Low labor prices and a vast pool of competent, English-speaking Indians have traditionally been the two most essential factors contributing to India's success in the business process outsourcing industry (BPO).

The level of financial and non-financial incentives offered to workers is a primary factor in determining whether or not a company will be successful over the long run. Employees need to be happy in their jobs. In recent years, research on work satisfaction has become more important due to the fact that attrition has emerged as a major problem in the BPO industry and is directly connected to the level of employee engagement and enjoyment in their jobs.

In light of the results, the following are some suggestions that may be made:

### **Nature of Work:**

A significant contributor to one's sense of accomplishment comes from the nature of the task itself. Two of the most important aspects of a job that may motivate an employee are feedback from the work itself and autonomy.

### **Working Conditions:**

Both the work group and the working conditions have an impact on the level of pleasure one derives from their employment. If everything is going according to plan, there may or may not be a problem with job satisfaction; nevertheless, if everything is going according to plan, there will almost surely be a problem. The majority of people do not give any thought to them until the working conditions are very intolerable. In addition, worries regarding one's working conditions are usually little more than a sign of deeper problems. According to the research, workers at Genpact give careful consideration to the conditions in which they do their jobs. It has emerged as a crucial factor in determining the level of happiness a consumer experiences.

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