



**A STUDY ON EMPLOYEE'S MOTIVATIONAL PRACTICES IN SRII AMOGAM HOSPITAL  
DINDIGUL**

**Authors**

**<sup>1</sup>Mr. J. Mohammed Afzalkhan, <sup>2</sup>Mrs. V. Tamilselvi, and <sup>3</sup>Dr. B. Velmurugan**

*<sup>1</sup>II Year MBA, NPR College of Engineering & Technology, Natham, Dindigul  
Email: [md.afzalkhan002@gmail.com](mailto:md.afzalkhan002@gmail.com)*

*<sup>2</sup>Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology,  
Natham, Dindigul  
Email ID: [sandeepsakravarthy.selvi@gmail.com](mailto:sandeepsakravarthy.selvi@gmail.com)*

*<sup>3</sup>Professor & Head, Department of Management Studies, NPR College of Engineering and Technology,  
Natham, Dindigul  
Email ID: [velubvm@gmail.com](mailto:velubvm@gmail.com)*

**ABSTRACT**

Human element in the health industry comprises of various medical and nonmedical staff that is available to provide curative and preventive services to the individual and the society. Thus, it is obligatory due to growing recognition of health care sector that it should be equipped with the proficient and appropriate staff requirement. Health industry need the services of experienced and skilled staff to gain the competitive advantage, ensure uninterrupted delivery of health care services, to meet people expectations in services rendered, mitigate patients pain and sufferings, overcome complaints and grievances and to develop and expand. To that end, this study aims to examine the Tamil Nadu hospitals' Motivational Practices and employee Retention in relation to one another. The independent variable is Motivational practices, and its sub variable is as follows 'Relationship with colleagues & Work Life Balance', 'Monetary Factors' and 'Fair Treatment / Respect', 'Organizational Factors / Work Environment', 'Roles and Responsibilities & Performance', 'Positive Thinking'. Retention is the dependent variable, and its sub variables include 'Pay Structure & Compensation', 'Hospitals Image' and 'Scope for Growth & Development', 'Reward & Recognition Practices', 'Quality of Life'. A questionnaire will be sent out to 387 workers at the Tamil Nadu Healthcare Hospitals to collect data for this descriptive study. The analysis in this study will make use of multiple regressions. Based on our findings, we can say that the Hospitals sector in Tamil Nadu is characterised by a positive relationship between Motivational practices and Retention, and that this relationship has a significant impact on the success of the Hospitals sector as a whole.

**Key words:** Motivational practices, Retention, Healthcare Hospitals

## INTRODUCTION

Motivation is defined as which energizes, directs, and sustains human behaviour. It indicates the intention of achieving a goal, leading to goal-directed behaviour. It is important to reach futuristic organizational goals. In human resource management, the term motivation refers to a person's desire to do the best possible job or to exert the maximum effort to perform assigned tasks.

Motivation is necessary for work performance because if people do not feel inclined to engage themselves in work behaviour, they will not put in necessary efforts to perform well. Job satisfaction has been defined as 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. Motivators contribute to job satisfaction and include achievement, recognition, the work itself, responsibility, advancement, and growth. An absence of job satisfaction can lead to poor motivation, stress, absenteeism, and high labour turnover. There are many factors which affect job satisfaction like: communication overload and communication under load, superior subordinate communication, effective human resources practice, emotion, genetics and personality. Organizational success depends heavily on employee motivation, and managers must understand what motivates their employees. Understanding the concepts of motivation could assist incompetent and inexperienced managers, in terms of employee motivation, identify what motivates their employees.

Employee motivation and satisfaction leads to organizational success.

The objectives of the present study were to find out the motivational status of employees working in corporate hospitals; to determine the many drivers of motivation those improve employee morale and satisfaction as well as to identify the level of satisfaction of employees and the motivators which play important roles in increasing the level of employee satisfaction in order to reach organizational goals.

### Features of motivation

1. Motivation is an internal feeling. The urge, desires, aspirations, striving or needs of human being, which are internal influence human behaviour

2. Motivation produces goal directed behaviour for example – The promotion in the job may be given to employee with the objective of improving his performance. If the employee is interested in behaviour to improve performance

3. Motivation can be either positive or negative. Positive motivation provides positive towards like increase in pay, promotion, recognition etc. Negative motivation uses negative means like punishment, stopping increments, threatening etc.

4. Motivation is a complex process- As the individuals are heterogeneous in their expectations, perceptions and reactions, any type of motivation may not uniform effect for all the members.

### Factors of Employee Motivation

1. Money – Money is the traditional factor of motivation. Peter Drucker also considered money to be the most important motivator for the employees. Today also money is a powerful motivator in developing countries. “Money” as a

“motivator factor” means monetary incentives offered to all categories of employees.

2. Achievement – ‘To achieve something’ is a natural instinct and urge in every human being. Achievement is, therefore, said to be one of the esteem needs. Naturally chances of achievement serve as motivating factor to the employees.

3. Recognition – Every human desires to get recognised for his extra ordinary performance or any great or positive thing achieved by him. This satisfies his ego. In such conditions he is automatically motivated to perform better. Getting recognition is also another need of a human being. Thus hard work, devotion outstanding performance by the employee must be recognised by the organisation.

4. Advancement – Employee’s urge for self-advancement is also powerful factor of motivation. Many employees are always after their advancement may be called as selfactualisation. It is the apex level of needs which always motivates the employees.

5. The work itself – Work motivating factor is a basic factor of motivation. Every human being keeps himself busy in some work and earn money for livelihood.

6. The growth – The possibility of growth gives satisfaction to the employees. If the organisation provides opportunities for personal growth of employees, they will be highly motivated.

7. Responsibility – The opportunities of higher responsibility motivate the employees more, as they get along with higher responsibility more authority also. Therefore responsibility is also motivating factor.

8. Job Security, Working condition, Status are same factors of motivation.

### **STATEMENT OF THE PROBLEM**

Employee motivation is the biggest driver of organizational performance. An organization that able to motivate its employees and maintain it would be able to leverage their zeal and drive in order to ensure staff performance. This study is therefore aimed at evaluating the impact of motivation on the employees and the level of their performance. Motivation is about giving your staff the right mixture of guidance, direction, and resources and rewards so that they are inspired and keen to work in the way that you want them to. So, a large portion behind these difficulties can easily be solved by imparting proper motivation.

### **OBJECTIVES OF THE STUDY**

#### **PRIMARY OBJECTIVES**

- A know about the motivational practices followed in Srii Amogam Hospital at Dindigul.

#### **SECONDARY OBJECTIVES**

- To Identify the motivational strategies that have proven effective in enhancing employee morale and performance .
- To investigate how motivational practices influence the satisfaction level of the employees.
- To gather insights into how motivational practices contribute to a positive organizational culture of Srii Amogam Hospital.
- To examine the correlation between motivational practices and staff

retention rates of Srii Amogam Hospital.

### **NEED OF THE STUDY**

Motivated healthcare professionals are more likely to provide quality care and have better patient interactions. Hospitals face challenges in retaining skilled staff and attracting new talent. Effective motivational practices can enhance retention rates by creating a positive work environment that values and supports employees. Healthcare environments are dynamic, and what motivates employees may evolve over time. So research on motivational practices ensures hospitals can adapt and innovate to meet changing workforce needs and expectations.

### **SCOPE OF THE STUDY**

The study focuses on the motivation practices employee performance and the relationship between motivation and employee performance. Every successful organization is backed by a committed employee base, and the commitment is the outcome of motivation and job satisfaction. It is the energy that compels employees towards organizational objective. It would be impossible for the organization to generate performance without commitment. In order to create a competitive advantage organization need to have a competitive employee policies and practices. Motivation is an important stimulation which directs human behaviour. No individual has same attitude or behaviour, hence in midst of this diversity organization are supposed to frame practices which will be able to satisfy the group and not just an individual. Organization should be able to identify and

evaluate internal motivation which an employee derives from job satisfaction and further enhance it with external motivation as required for which organization could take note of motivation theories

### **HYPOTHESIS OF THE STUDY**

It means tentative generalization of the validity of which remains the tested. In short it deals with certain assumptions made in the study.

#### **Null hypothesis**

There is a significant difference between the performance of the employees and the motivational practices.

#### **Alternative hypothesis**

There is no significant difference between the performance of the employees and the motivational practices.

### **RESEARCH DESIGN**

A research design is a plan structure and strategy of investigation conceived. So as to answer research question and control variance. The research design adopted for the study is descriptive research design. It is the information needed to structure or solve the research problem.

### **RESEARCH METHODOLOGY**

Research is a careful investigation or inquiry epically through search for new factors in any branch of knowledge. Research methodology is the process of systematic investigation of any management problems and deals with research design data collection method. Sampling plan, sampling method.

#### **Sampling Design**

A sample is a small representation of a larger whole. When some of the

elements are selected with the intention of finding out something about the population from which they are taken, that group of elements is referred as a sample, and the process of selection is called sampling.

### **Sample Size**

The number of item to be selected constitutes a sample. 80 employees are selected as sample for the research plan sampling method.

## **METHODS OF DATA COLLECTION**

### **Primary Data**

The primary data are those which are collected for the first time and thus happen to be original characters in primary data do not already exist in any publications. In this study the primary data is collected by questionnaire. The questionnaire was handed over to various respondents and the data is collected.

### **Secondary Data**

The secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and quickly obtained than the primary data. The secondary data are collected from the company records and magazines, journals, internet etc.

## **ANALYTICAL TOOLS FOR THE STUDY**

### **Tools for Data collection**

Among the various methods, which can be used to collect the primary data, the researcher has adopted questionnaire method. The researcher has prepared has prepared structured questionnaire, which

contained predominately multiple choice questions. The respondent's opinion is gathered with regard to the problem with the help of the questionnaires.

The tools used are

- Percentage analysis
- chi-square
- correlation

### **Percentage analysis**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percentages) for being understanding of collected data percentage analysis is 8 applied to create contingency table form frequency distribution and represent the collected data for better understanding.

$$X. \text{ of respondent} = \frac{(\text{Number of respondents in category} * 100)}{(\text{total number of respondent})}$$

### **Chi-square**

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

### **Correlation**

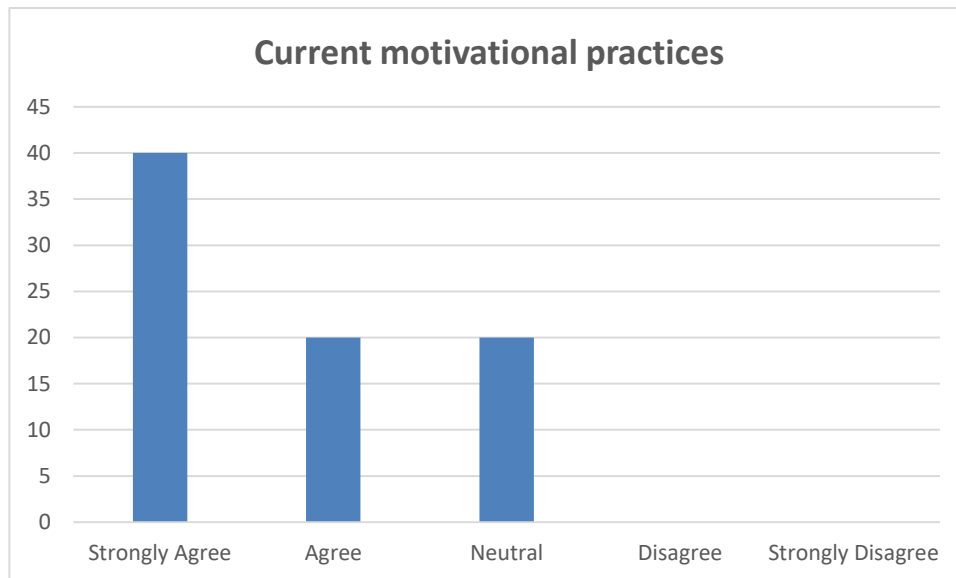
Correlation is simply defined as a relationship between the two variables. The purpose of using the correlation in research is to figure out which variables are connected.

## **AREA OF THE STUDY**

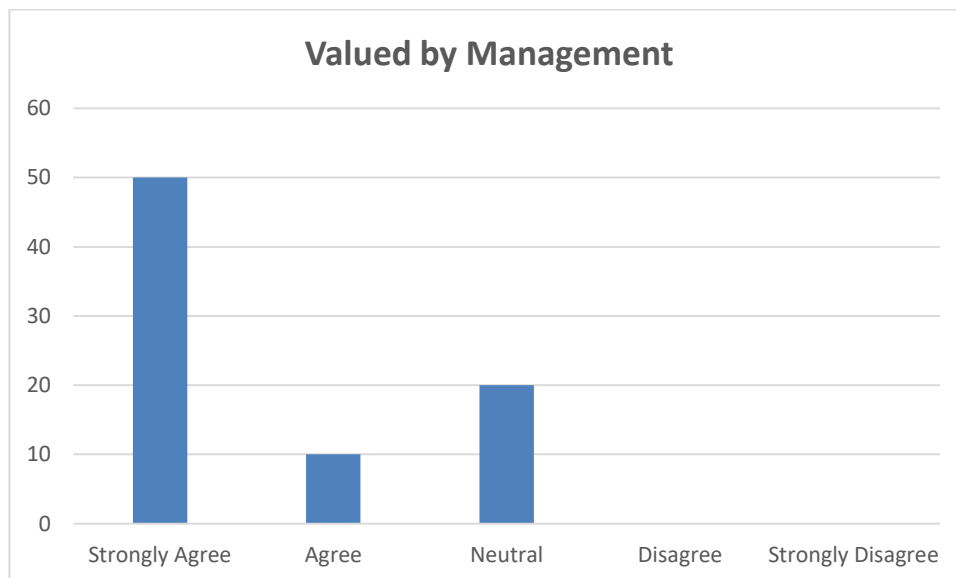
This study is based on the analysis of Motivational Practices among employees in Srii Amogam hospital and research Centre, Dindigul.

### DATA ANALYSIS AND INTERPRETATION

#### SATISFACTION WITH THE CURRENT MOTIVATIONAL PRACTICES



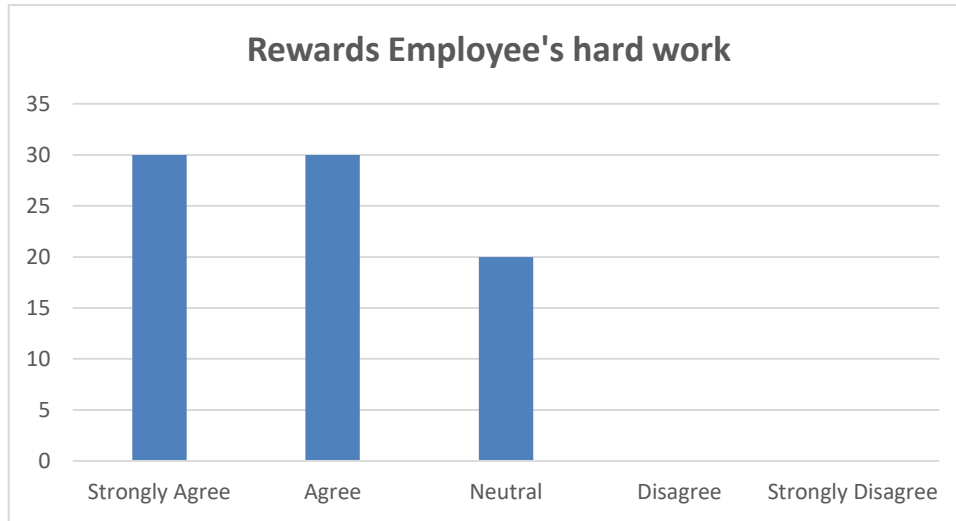
#### OPINION VALUED BY THE MANAGEMENT



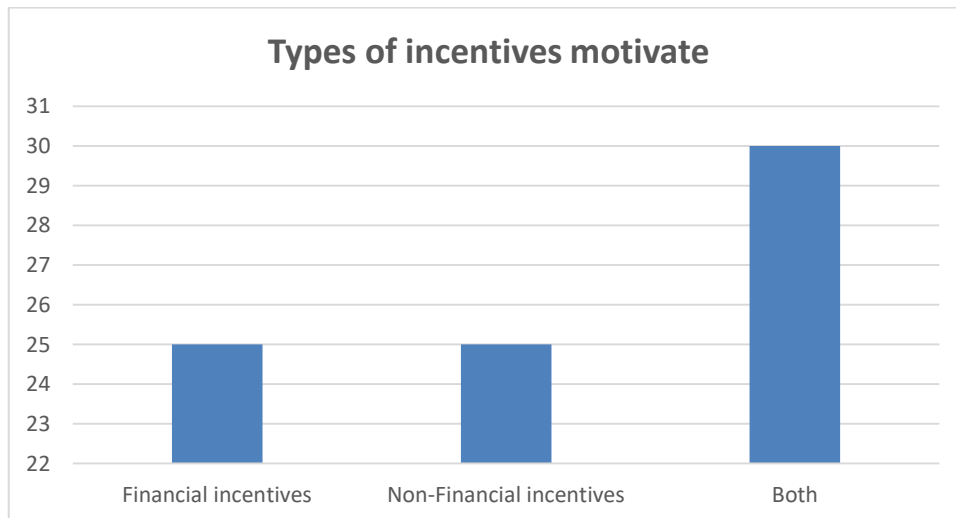
**LEVEL OF EMPLOYEE ENGAGEMENT AND MORALE**



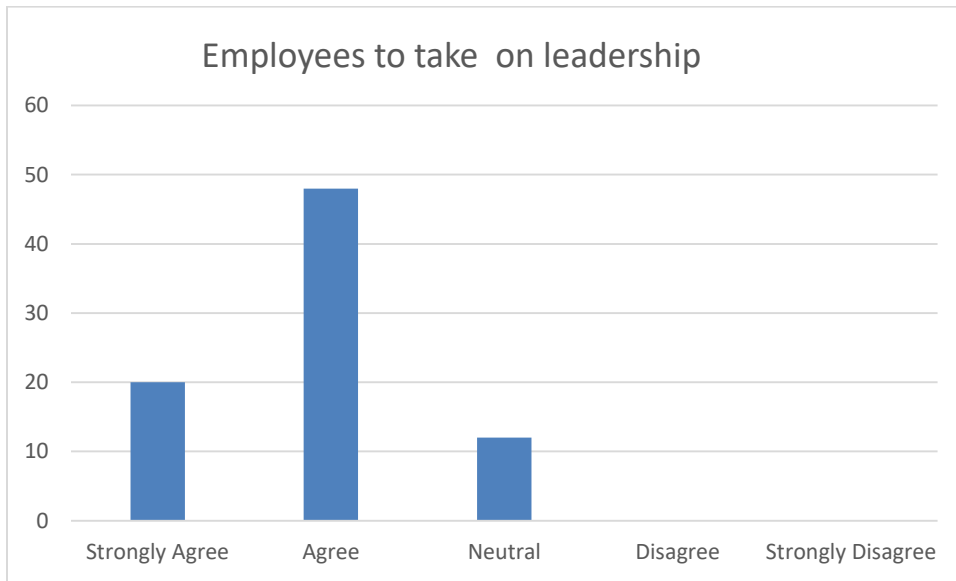
**DISTRIBUTION OF RESPONDENTS BY REWARDS EMPLOYEES' HARD WORK**



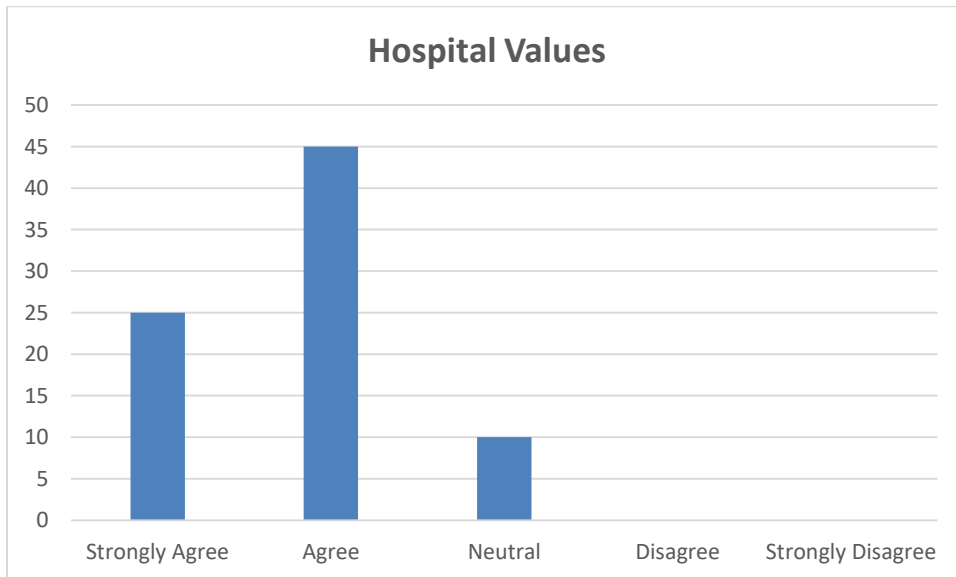
**RESPONDENTS BY TYPES OF INCENTIVES MOTIVATE**



**RESPONDENTS BY EMPLOYEES TO TAKE ON LEADERSHIP**



**DISTRIBUTION OF RESPONDENTS BY HOSPITAL VALUES**



**SUGGESTION**

- More financial benefits should be given.
- Promotion system should be communicated among the workers.
- Today, as there is a atmosphere of worker participation in the decisions regarding organization worker

- should have given opportunity to express their views in the company.
- Money incentives should be given more
- Management policies and practices should be communicated so that workers could understand them easily.

## CONCLUSION

In conclusion, effective employee motivational practices are crucial for fostering a productive and positive workplace environment. By implementing strategies that align with employees' intrinsic and extrinsic motivations, organizations can enhance job satisfaction, increase productivity, and reduce turnover rates. Key practices include recognizing and rewarding achievements, providing opportunities for professional development, offering competitive compensation and benefits, fostering a supportive and inclusive culture, and ensuring clear communication and meaningful work. Clear communication about organizational goals and how individual roles contribute to these goals can help employees find meaning and purpose in their work. Moreover, involving employees in decision-making processes can boost their engagement and sense of ownership. Ultimately, a comprehensive approach to employee motivation, tailored to the specific needs and preferences of the workforce, can lead to a more engaged, committed, and high-performing team. By prioritizing these practices, organizations can not only achieve their business objectives but also create a thriving workplace where employees feel motivated and valued.

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