

A Study on Effects of Employee Moral to Build Profit Driven Organization at Ultratech Cement Limited, Doddaballapur

Author

GOWTHAM RAJ CUSN : 1VA21BA018

Department of Management Studies,

Sai Vidya Institute of Technology, Rajanukunte, Bengaluru.

Email: gowthamrajc.212mba@gmail.com Contact No : 6361986301

Co-Author

Manjunatha S Assistant Professor,

Department of Management Studies,

Sai Vidya Institute of Technology, Rajanukunte, Bengaluru.

1. **ABSTRACT:** Employee morale is a essential factor that extensively influences the performance and productivity of an organization, innovation, employee retention, and financial performance. The mixed-methods approach used surveys, interviews, and data analysis to gather insights revealed a strong positive correlation between employee morale and organizational profitability. Higher morale leads to improved engagement, commitment, and job satisfaction, resulting in higher productivity and profitability. The study also highlighted the importance of effective leadership and management practices in fostering high morale. It recommended investing in initiatives to boost employee morale, such as training programs, recognition schemes, and a supportive work environment, to maintain its position as an industry leader and secure a profitable future.

KEY WORDS: Employee moral, commitment, job satisfaction, productivity and profitability.

2. **INTRODUCTION:** The role of employee morale in shaping the success of profit-driven organizations has gained significant attention. Employee morale, often considered as a reflection of employee satisfaction, engagement, and overall well-being within an organization, holds the potential to profoundly impact a company's bottom line. This study aims to delve into the intricate relationship between employee morale and organizational profitability. As businesses strive to maximize their financial gains, understanding how a motivated and content workforce contributes to this goal becomes paramount. This research endeavors to shed light on the multifaceted dimensions of employee morale and its direct and indirect effects on creating and sustaining a profit-driven organizational culture. By exploring various aspects of morale, such as job satisfaction, motivation, and employee retention, this study seeks to suggest insight that can direct leaders and managers in fostering a workplace environment conducive to both employee well-being and financial success.

3.

Importance of employee moral:

- ❖ High employee morale fosters a positive workplace culture.
- ❖ It enhances employee motivation and productivity.
- ❖ Improved morale leads to lower turnover rates.
- ❖ Employees with high morale are more engaged and committed to their work.
- ❖ Positive morale can boost teamwork and collaboration.
- ❖ It contributes to better customer service and satisfaction.
- ❖ Employee morale impacts an organization's reputation.
- ❖ Morale affects creativity and innovation within teams.
- ❖ Healthy morale reduces absenteeism and tardiness.
- ❖ It can lead to increased profitability and business success.

4. LITERATURE REVIEW:

Topic : A study on employee morale **Author :** p.nabinayagan, r.s.gowsalya **Article :** volume-2, issue-6 | issn:- 2456-3315 ijrti1706072. p.nabinayagan, r. A. (2017).

There are three important types of morale a crucial psychological concept classical, psychological, and social. Employee morale is influenced by a diversity of factors, including personal motivation, workplace culture, and voluntary cooperation. Low morale suggests emotional dissatisfaction, which can raise absenteeism and employee turnover rates. The most popular ways to assess morale are through

observation, attitude or morale surveys, financial records, and therapy. The study's primary goals were to recognize the elements that affected employee morale and discover the expectations of employees.

Topic : Effectiveness of Employee Morale And Its Impact On Employee Relation in Manufacturing Industry . vinothkumar Article : @ 2018 jetir . m.kanimozhi, a. (2018).

Employee morale is a state of happiness combined with a drive to work harder and further the goals of the company. The components that make up the overall pleasure feeling are feelings, attitudes, and emotions. Depending on the workplace, the superior employee, the coworkers, and the pay, it might be high or low. Businesses take care of their personnel to boost morale, excite them, and keep them on board. The degree of positive or negative attitude individuals collectively have towards all facets of their work, the firm, their tasks, working conditions, and fellow employees is referred to as morale. Morale is a group phenomena.

Topic: The Effect of Low Morale and Motivation on Employees Productivity & Competitiveness in Jordanian Industrial Companies. international business research . : osama samih shaban, (2019).

Morale is a crucial factor that impacts organisational goals, productivity, financial competitiveness, and firm revenue. Low morale is a effect of unstable employment, unfair remuneration practises, shaky economic situations, and overuse of outsourcing. The costliest signs of low morale are high employee turnover and absenteeism. Motivation is the cognitive decision-making process that initiates, energises, directs, and sustains goal-directed behaviour. The effective and efficient use of all resources is referred to as productivity. Poor quality domestic outputs, items that aren't competitive on global markets, talent shortages, outdated production equipment, unfavourable labour relations, this research's primary objective

Topic : Impact of Employee Morale on Organizational Success . International Journal Of Recent Technology and Engineering . Arvind Mallik, L. m. (2019).

A group's attitude towards the organisation might be described as having a particular morale, which is an abstract idea. It is described as the overall sense of assurance or optimism that a person or group of people has, especially if it affects discipline and willingness. High or low morale is not just made up of a single factor; it is a mixture of related factors. Keeping up the confidence and articulating among employees is vital for any association, as it increases efficiency and fulfillment of people. Employee morale is an significant factor in organizational success, as it affects work hours lost to unscheduled days off and higher profitability from satisfaction of employees with their employer.

Topic : A study on influence of employees morale at their production with refernce to yazaki india pvt ltd, bangalore . pramana research journal . dr. M. Ravichandran, a. (2019).

Employee morale, a communal phenomenon, affects employee cooperation. It is definite as the scope to which persons and groups have favourable and unfavourable attitudes that influence their tendency to

work together. To interact with employees, organisations are switching from conventional to modern approaches. Fairly than controlling them, is the aim of management. Several factors, such as the nature and type of work, management style, and communication, can affect employee morale. Organisational structure, employee satisfaction and supervision levels, employee impression of the reward system, and educational and professional levels.

OBJECTIVES OF THE STUDY :

1. To understand the employee moral for profit organization.
2. To analyze the causes of employee immoral practices in organization.
3. To compare the moral and immoral employees performance which effects on organizational profits.
4. To evaluate the best practices for organization to improve the profit which is connected with moral employee contribution.

4. LIMITATIONS :

- If the sample is not a true representation of the entire workforce, the conclusions may be restricted in Ultratech Cement Limited.
- Customers and workers tend to respond in a casual manner, which may be a result of work-related stress on their parts.
- Customer responses might be biased and inaccurate.
- Due to their lack of understanding, some employees will struggle to fill out Google forms.

5. RESEARCH METHODOLOGY :

The samples were collected from the export-oriented unit engaged in the manufacture and export of cement industry "Ultratech Cement Limited, Doddaballapur". A simple random sampling is used to get the responses. The sample size collected is 150 respondents. The research instrument used for the research is the questionnaire method.

6. ANALYSIS :

Data analysis and interpretation were done using SPSS software

Chi-Square Tests			
	Value	DF	Asymptotic significance (2-sided)
Pearson chi-square	1.864	4	.761
Likelihood Ratio	2.141	4	.710
Linear-by-Linear Association	.456	1	.499
N of valid cases	159		
A. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.64.			

Interpretation :

The chi-square tests on 159 valid cases showed no significant relationship between variables, indicating a likely random chance rather than a meaningful relationship. The Pearson Chi- Square test had a chi-square value of 1.864, raising concerns about its validity. The Likelihood Ratio and Linear-by-Linear Association tests had chi-square values of 2.141 and 0.761, respectively. The symmetric measures of Phi and Cramer's V showed weak associations with no statistical significance. Further investigation or a larger sample size may be needed to draw more definitive conclusions.

CORRELATION ANALYSIS

Correlations					
		OB12	Q2 7	OB38	Q412
OB 12	Pearson Correlation	1	.468**	.373**	.332**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	160	159	160	160
Q27	Pearson Correlation	.468**	1	.386**	.436**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	159	159	159	159
OB 38	Pearson Correlation	.373**	.386**	1	.450**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	160	159	160	160
Q412	Pearson Correlation	.332**	.436**	.450**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	160	159	160	160
Correlation is significant at the 0.01 level (2-tailed).					

Interpretation :

The Correlation table shows significant relationships between OB12, Q27, OB38, and Q412, indicating their interconnectedness. OB12 and Q27 have a moderate positive correlation of 0.468, while OB38 and Q412 have a moderate positive correlation of 0.450. The analysis suggests that changes in one variable are likely to be accompanied by corresponding changes in the others.

ONE-WAY ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q4	Between Groups	.522	1	.522	.455	.501
	Within Groups	180.120	157	1.147		
	Total	180.642	158			
Q17	Between Groups	1.903	1	1.903	1.440	.232
	Within Groups	207.455	157	1.321		
	Total	209.358	158			
Q35	Between Groups	2.045	1	2.045	1.883	.172
	Within Groups	170.559	157	1.086		
	Total	172.604	158			
Q50	Between Groups	.577	1	.577	.508	.477
	Within Groups	178.341	157	1.136		
	Total	178.918	158			

Interpretation :

The ANOVA results show that communication of goals and strategies, ethical conduct expectations, moral employee trustworthiness, and supervisor support have small effect sizes (Eta-squared) close to zero, indicating minimal impact on responses.

T-TEST

Paired samples statistics					
		Mean	N	Std. Deviation	Std. ErrorMean
Pair1	Q2	3.1875	160	1.25486	.09921
	Q3	3.2875	160	1.20996	.09566
Pair2	Q17	3.3813	160	1.14854	.09080
	Q19	3.4688	160	1.08693	.08593
Pair3	Q31	3.3688	160	1.11379	.08805
	Q33	3.6375	160	1.03089	.08150
Pair4	Q47	3.5000	160	1.07575	.08505
	Q46	3.5313	160	1.04564	.08266

Interpretation :

The table shows a positive and moderately strong correlation (0.474) between employee perceptions of their skills being utilized effectively and feeling supported by their supervisor or manager. It also shows a positive and moderately strong correlation (0.583) between employees' perception of the organization's communication of ethical expectations and the effectiveness of consequences for unethical behavior. The findings provide useful understandings into the connections between the work environment, employee satisfaction, engagement, and ethicalconduct and performance.

6.CONCLUSION :

The study at Ultratech Cement Limited Doddaballapur reveals mixed job satisfaction levels among employees, with a significant proportion reporting unhappiness and ambivalence. Positive aspects include employees feeling their talents are well-utilized and immediate managers shaping perceptions of organizational support. The study suggests improvements in fostering a healthier work environment and enhancing collaboration, as well as improving communication. To improve employee morale, the study suggests enhancing the work environment, maximizing skill utilization, promoting positive interactions between employees and managers, improving communication, promoting professional development, recognition, work-life balance, collaboration, and decision-making transparency.

FINDINGS :

- Employees' levels of job satisfaction diversify, a considerable 45.7% indicate favourable levels, while some 23.2% express unhappiness and ambivalence.
- The best part of respondents (81.9%) see the utilize of talents and abilities in present employment favourably, showing a match between employee competences and work needs.
- Immediate managers or supervisors are crucial in helping employees and help create a favourable image of organisational support.
- Satisfaction with prospects for professional progress 39.8% of the people is diversified, with some reporting happiness while others are indifferent or unsatisfied.
- Employees' perceptions of value inside the company are varied, with 84.4%, highlighting areas for improvement in the way contributions from employees are recognised.

SUGGESTIONS :

- ✓ Create plans to maximise the utilize of skills in all jobs and offer chances for skillimprovement.
- ✓ To strengthen organisational support, keep promoting good interactions between workers andmanagers.
- ✓ Use better communication techniques to make sure that the organization's objectives and plans are successfully communicated.
- ✓ Step up efforts to develop the workplace climate and address low levels of job satisfaction.
- ✓ Expand possibilities for professional development to meet a larger spectrum of employee requirements and preferences.

REFERENCES :

1. Human Resource Marketing, U.K Guptha, Viva book private Limited 2002
2. "Research Methodology, Methods and Techniques, C.R. Kothari," 2004
3. Organization Behavior, Moorhead/griffin, A.I.T.B.S 2000
4. Strategic management, Fred R David I, 2019
5. HUMAN RESERACH METHODOLOGY. (2012). In Pravindurai. pearson.

Research Journal .

1. Balakumaran, D. (2019). A STUDY ON INFLUENCE OF EMPLOYEES MORALE AT THEIR PRODUCTION WITH REFERNCE TO YAZAKI INDIA PVT LTD, BANGALORE. Pramana
2. AGALYA, C. A. (2020). A STUDY ON IMPACT OF EMPLOYEE MORALE ON PRODUCTIVITY OF EMPLOYEES. International Journal of Creative Research Thoughts (IJCRT) .
3. Arvind Mallik, L. M. (2019). Impact of Employee Morale on Organizational Success. InternationalJournal of Recent Technology and Engineering (IJRTE) .
4. M.Kanimozhi, 2. (2018). Effectiveness of employee morale and its impact on employee relation in manufacturing industry. 2018 JETIR November 2018, Volume 5, Issue 11

<https://www.ultratechcement.com>

<https://www.researchgate.net/publication/334181988>

<https://www.researchgate.net/publication/355874100>