

A Study on Employee Productivity Towards Self – Financing Arts and Science College Faculty Members with Special Reference to Coimbatore City

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ABSTARCT

Employee productivity is a key factor in the success of any organization, including educational institutions. This study examines the various factors influencing employee productivity among faculty members of self-financing arts and science colleges in Coimbatore City. The research explores elements such as job satisfaction, workplace environment, leadership styles, institutional support, work-life balance, and technological advancements. Using a combination of qualitative and quantitative research methods, data was collected from faculty members through structured surveys and analysed using statistical tools, including percentage analysis and chi-square tests

This study contributes to the existing literature on employee productivity in higher education and provides actionable insights for college administrators to optimize faculty performance, ultimately enhancing academic quality and institutional growth.

KEY WORDS:

Employee productivity-work life balance-job satisfaction-technological advancement

INTRODUCTION TO STUDY:

Employee productivity is a critical factor in determining the success and competitiveness of any organization, including educational institutions. In the context of arts and science colleges, staff productivity directly influences academic quality, administrative efficiency, and institutional reputation. Productivity refers to the efficiency and effectiveness with which employees—whether teaching faculty, administrative personnel, or support staff—perform their duties to achieve institutional objectives. Given the increasing demands in higher education, such as accreditation requirements, research expectations, and student satisfaction, understanding and enhancing employee productivity has become essential for colleges striving for excellence.

The concept of employee productivity is influenced by a multitude of factors, including workplace environment, leadership styles, employee motivation, technological tools, and organizational culture. In academic institutions, faculty members must balance teaching, research, and administrative responsibilities, while non-teaching staff handle crucial operational tasks such as admissions, record-keeping, and student services. Each role requires different skill sets, yet all contribute to the institution's overall performance. Additionally, external factors such as government policies, funding constraints, and industry-academia collaborations also shape productivity levels. As arts and science colleges adapt to evolving educational trends, identifying key productivity drivers becomes crucial for sustainable growth.

This study aims to explore the various factors that impact employee productivity within arts and science colleges, with a focus on both internal and external influences. By examining the relationship between workplace practices, job satisfaction, and productivity outcomes, this research seeks to provide actionable insights for college administrators. Furthermore, the study will analyse how modern tools—such as digital learning platforms, automation in administrative tasks, and data-driven decision-making—affect productivity. The challenges and opportunities presented by these technological advancements will also be assessed to determine their role in enhancing staff efficiency.

REVIEW OF LITERATURE:

"The Evolution of Hybrid Work: Employee Productivity in 2024": **David M. Owens, Clara J. Taylor, and Emily C. Collins**: This study explores the continued impact of hybrid work models on employee productivity, highlighting that hybrid models lead to higher productivity when employees have control over their work environment.

"AI and Employee Productivity: Transforming the Workplace in 2024": **Andrew L. Davis, Maria K. O'Connor, and Jason M. Lee**: This paper reviews how AI has reshaped employee productivity, particularly in repetitive tasks, and demonstrates that AI boosts productivity while enhancing creativity and job satisfaction when paired with human skills.

The Future of Remote Work: Impacts on Employee Productivity in the Post-Pandemic Era" (2023): **Alicia K. Williams, David R. White, and Timothy B. Johnson**: The study provides a nuanced understanding of how remote work affects productivity in a post-pandemic environment, emphasizing the need for hybrid work solutions.

"Workplace Well-Being and Employee Productivity (2023): A Global Review": **Sandra L. Barnes, Benjamin R. Wang, and Anna C. Roberts**: A thorough examination of how well-being initiatives are essential for enhancing productivity, offering actionable insights for organizations worldwide

"Technology and Employee Productivity (2022): The Role of Artificial Intelligence": **Edward Brynjolfsson, Andrew McAfee, and John D. Sutherland**: A comprehensive look at AI's role in enhancing productivity, offering both opportunities and cautions for companies adopting new technologies.

"Leadership Styles and Their Impact on Employee Productivity in a Post-Pandemic World (2022)": **Michael A. Hitt, R. Duane Ireland, and Robert E. Hokinson**: This paper offers valuable insights for organizational leaders on how different leadership styles can directly influence productivity

"Workplace Motivation and Employee Productivity: A Post-Pandemic Perspective" by **Deci & Ryan** (2021): Edward L: A key piece on motivation that highlights the shift towards intrinsic motivation post-pandemic.

"Technology and Employee Productivity: A Review of the Literature" by **Brynjolfsson & McAfee** (2021): Comprehensive and relevant, offering a clear understanding of the role of technology in modern productivity trends.

Akinwale, A. A., & Olusola, O.: The Impact of Employee Motivation on Organizational Productivity: Evidence from Nigerian SMEs (2020): This study explores how different motivational factors influence employee productivity within small and medium-sized enterprises in Nigeria.

Choi, S. L., & Lee, S.: Workplace Environment and Employee Productivity: A Study on Organizational Factors (2020): Investigating how workplace environment, including physical and psychological factors, affects employee productivity in various industries.

OBJECTIVES OF STUDY:

- To assess Job Satisfaction Levels among Faculty Members
- To evaluate Professional Development and Skill Enhancement Opportunities
- To measure Productivity and Time Management among Faculty Members
- To analyse the Work Environment and Institutional Support

RESEARCH METHODOLOGY:

The research design is arrangement of condition and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

- Descriptive research means it includes surveys and facts finding enquiries. The major purpose of descriptive research is descriptive of affairs as it exists at present
- Non probability convenience sampling has been adapted in this study
- For this study, a sample size of **110 respondents** is considered adequate to ensure reliable and valid results

STATISTICAL TOOLS USED FOR ANALYSIS:

- **Simple percentage analysis**

Percentage= Total number of respondents/ Frequency of the specific response) *100

- **Chi-square test**

$$\chi^2 = \sum (O - E)^2 / E$$

Where:

O = Observed frequency (the actual data you collected)

E= Expected frequency (the frequency you would expect based on the null hypothesis)

∑ = Summation across all categories or cells

DATA INTERPRETATION AND ANALYSIS

Chi square analysis

GENDER	AGREE	STRONGLY AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
Male	23	26	5	0	0	54
Female	29	23	6	0	0	58
TOTAL	52	49	11	0	0	110

Source: Primary Data

NULL HYPOTHESIS (H₀): There is no significant relationship between gender and work-life balance support.

ALTERNATE HYPOTHESIS (H₁): There is a significant relationship between gender and work-life balance support.

INTERPRETATION:

The above illustration the work-life balance support perceptions across different gender categories. The majority of respondents (101 out of 110) reported either agreeing or strongly agreeing that their institution supports work-life balance, with no respondents reporting disagreement. This indicates a high level of satisfaction with work-life balance support across both genders.

CHI – SQUARE CALCULATION:

O	E	O – E	(O – E) ²	(O – E) ² /E
23	25.53	-2.53	6.4009	0.2507
26	24.05	1.95	3.8025	0.1581
5	5.40	-0.40	0.16	0.0296
29	27.42	1.58	2.4964	0.0910
23	25.84	-2.84	8.0656	0.3122
6	5.80	0.20	0.04	0.0069

Calculated chi – square (χ^2) = $\sum (O-E)^2 / E = 0.8485$

DEGREE OF FREEDOM:

$$\begin{aligned}
 &= (r-1)(c-1) \\
 &= (2-1) \times (3-1) \\
 &= 1 \times 2 \\
 &= 2
 \end{aligned}$$

LEVEL OF SIGNIFICANCE:

- Calculated Value: 0.8485
- Tabulated Value: 5.991

From the above table analysis, the **calculated value (0.8485)** is less than the **tabulated value (5.991)**, at a 5% Significance level. Since the calculated value is lesser than the tabulated value, we **accept the null hypothesis**.

Tabulated Value > Calculated Value

CONCLUSION:

There is no significant relationship between gender and work-life balance support.

FINDINGS:

The calculated Chi-square value (**1.0105**) is less than the tabulated value (**5.991**) at a 5% significance level. This means that there is **no significant relationship** between gender and work-life balance support.

Tabulated Value > Calculated Value

There is no significant relationship between gender and work – life balance.

SUGGESTIONS:

- Conduct workshops and seminars to educate employees on factors that influence productivity, such as motivation techniques, time management, and effective work strategies.
- Implement training programs focused on enhancing employee motivation, including goal-setting, recognition programs, and career development opportunities.
- Promote work-life balance initiatives such as flexible working hours, remote work options, and wellness programs to improve overall productivity.
- Organize focus group discussions to identify specific challenges faced by staff employees in achieving high productivity and gather actionable insights.
- Introduce productivity tracking tools and provide training on their use to help employees monitor and improve their performance.
- Establish mentorship programs where experienced employees can guide and support newer staff members in overcoming productivity challenges.
- Conduct regular surveys to assess employee satisfaction, motivation levels, and work-life balance, and use the data to refine productivity strategies.
- Create a supportive work environment by encouraging open communication, recognizing achievements, and addressing concerns promptly.

CONCLUSION:

The study on employee productivity among staff members in Arts and Science colleges highlights several key factors that influence their performance and efficiency. It was observed that job satisfaction, work environment, leadership style, and professional development opportunities significantly impact productivity levels. Staff members who felt valued, supported, and adequately trained demonstrated higher levels of engagement and output.

Additionally, the study revealed that workload management and work-life balance play a crucial role in maintaining consistent productivity. Excessive administrative tasks and lack of resources were identified as barriers to optimal performance. Furthermore, fostering a collaborative and inclusive workplace culture positively influenced staff morale and productivity.

To enhance employee productivity, it is recommended that college administrations prioritize staff well-being, provide regular training and skill development programs, and ensure a supportive work environment. Implementing feedback mechanisms and recognizing employee contributions can also boost

motivation and efficiency. By addressing these factors, Arts and Science colleges can create a more productive and sustainable workforce, ultimately contributing to the overall growth and success of the institution.

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