

## **“A STUDY ON EMPLOYEE’S ATTITUDE TOWARDS THE ORGANIZATION”**

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### **ABSTRACT:-**

The project work entitled “Employee’s attitude towards the organization” the various factors that are concerned towards the attitude of the employees. The analysis has been made mainly based on the primary data that is by the employees’ opinion survey method.

### **KEYWORDS –**

WELFARE FACILITIES, INTER PERSONAL RELATIONSHIP, WORKING CONDITION.

### **1: INTRODUCTION:**

**Attitude:** The importance of attitude in understanding psychological phenomenon was given formal recognition early in the history of social psychology. From the time of the concept’s entry in to the language of psychology until now, interest in attitude has been strong and growing. However, over the years attitudes have been studied with differing emphasis and methods.

**Concept of Attitude:** It is necessary to be precise in defining attitudes, because the variety of published definitions and descriptions is almost endless. Like any other concept, attitude may also be defined in two ways, Conceptual and Operational. There is quite a difference in the conceptual definition of the term attitude, and divergent points of view regarding the concept of attitude have developed.

**Major aspects:** When the term first entered the field of social phenomenon, it was natural to conceive of attitude as a tendency, set or readiness to respond to some social object. For the first time, ALLPORT noted the definition of attitude, which he had observed contained the words ‘readiness’, ‘set’ or ‘disposition to act’. Even ALLPORT has used these terms in defining attitude. He defines attitude as follows:

“Attitude is a mental and neural state of readiness organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related”

## **2. HISTORY :-**

- Attitudes affect behavior of an individual by putting him ready to respond favorably to things in his environment.
- Attitudes are acquired through learning over a period of time. The process of learning attitudes starts right from the childhood and continues throughout the life of a person.
- Attitudes are invisible as they constitute a psychologised phenomenon which cannot be observed directly. They can be observed by observing the behavior of an individual.
- Attitudes are pervasive and every individual has some kind of attitude towards the objects in his environment. In fact, attitudes are forced in the socialization process and may relate to anything in the environment.

## **3. TYPES OF ATTITUDES**

A person can have thousands of attitudes, but Organizational Behaviour focuses our attention on a very limited number of work-related attitudes. These work-related attitudes tap positive or negative evaluations that employees hold about aspects of their work environment. Most of the research in OB has been concerned with three attitudes: job satisfaction, job involvement, and organizational commitment.

### **Job Satisfaction**

The term job satisfaction to an individual's general attitude towards his or her job. A person with a high level of job satisfaction holds positive attitudes about their job, while a person who is dissatisfied with his or her job holds negative attitudes about the job. When people speak of employee attitudes, more often mean job satisfaction.

### **Job Involvement**

The term job involvement is a more recent addition to the OB literature while there isn't complete agreement over what the term means. A workable definition states that job involvement measures the degree to which a person identifies him with his or her job and considers his or her perceived performance level important Self-Assessment

to self worth. Employees with a high level of job involvement strongly identify with and really care about the kind of work they do.

### **Organizational Commitment**

The third job attitude is organizational commitment, which is defined as a state in which an employee identifies with a particular organization and its goals, and wishes to maintain membership in the organization. So, high job involvement means identifying with one's specific job, while high organizational commitment means identifying with one's employing organization.

## **4. OBJECTIVES:**

- To know the employees' attitude towards the organization.
- To know the reasons for the employees' positive attitude.
- To know the reasons for the employees' negative attitude.
- To know the employees' expectations from the organization.
- To make suggestions to improve the attitude of the employees to the management.

## **5. RESEARCH METHODOLOGY:**

Research is an active, diligent and systematic process of inquiry in order to discover, interpret, and

revise facts, events, behaviors or theories or to make practical applications with the help of such facts, laws or theories. The tem research is also used to describe the collection of information about a particular subject.

Employees' attitude towards the organization should be known by the entire organization to reduce the grievance. The main objective is to find out the number of employees who are having positive attitude and or negative attitude and what tends to the same. Here, the general employee opinion survey method has been followed. The questionnaires were directly handed over to the employees of the organization for their responses.

## **6. CONCLUSION:**

Job Security is a potential tool for the motivation of the employees which in this study shows that, the employees have a negative attitude towards it. The management may make the employees understand that they are the partners of the business and the employees' organization life depends up on the constructive contributions made by them.

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