

A Study on Factors Influencing Job Satisfaction Among Employees

With Reference to Corizo EdTech Company

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ABSTRACT

Job satisfaction is one of the most critical factors determining the productivity, performance, and retention of employees in any organization. This study investigates the various factors influencing job satisfaction among employees at Corizo EdTech Company, Coimbatore. The primary objective is to identify the key determinants of employee satisfaction and analyze their impact on overall organizational performance. Primary data was collected from employees through a structured questionnaire, and secondary data was drawn from journals, books, and websites. The study employs percentage analysis, chi-square test, and graphical representations to interpret the data. The findings reveal that salary and compensation, work environment, recognition, career growth opportunities, and work-life balance are the major factors influencing job satisfaction. The study provides actionable recommendations for management to improve workplace conditions and enhance employee motivation and engagement.

Keywords: *Job Satisfaction, Employee Motivation, Human Resource Management, Work Environment, Organizational Performance, Corizo EdTech*

1. INTRODUCTION

Job satisfaction is considered one of the most significant factors in the success and growth of an organization. In every organization, employees are the most valuable assets, and their level of satisfaction directly influences productivity, performance, efficiency, and organizational development. Job satisfaction refers to the positive emotional state or feeling an employee experiences as a result of their job, work environment, and overall organizational experience.

In today's highly competitive business environment, organizations are not only focused on achieving profits and market growth but also on maintaining employee satisfaction and well-being. A satisfied employee is more likely to perform effectively, remain loyal to the organization, contribute positively to teamwork, and help achieve organizational goals. On the other hand, employees who are dissatisfied with their jobs may experience stress, frustration, lack of motivation, absenteeism, and reduced productivity.

Job satisfaction is influenced by several factors related to both the job and the organization. These factors include salary and compensation, promotion opportunities, working conditions, relationship with supervisors and co-workers, recognition and rewards, job security, career growth opportunities, work-life balance, organizational culture, training and development, leadership style, and communication systems.

1.1 Need for the Study

Understanding the factors that drive job satisfaction is essential for organizations seeking to improve employee engagement, reduce turnover, and boost productivity. The present study is significant because it provides insights into employee expectations and helps management devise effective HR strategies tailored to the needs of EdTech sector employees.

1.2 Objectives of the Study

- To identify the level of job satisfaction among employees of Corizo EdTech Company.
- To analyze the key factors influencing employee job satisfaction.
- To examine the relationship between demographic variables and job satisfaction.

- To provide recommendations to improve employee satisfaction and organizational effectiveness.

1.3 Scope of the Study

The study is limited to employees of Corizo EdTech Company. The scope covers various dimensions of job satisfaction including compensation, work environment, career development, leadership, recognition, and work-life balance. The findings are applicable to the EdTech industry and similar service-oriented organizations.

1.4 Limitations of the Study

- The study is confined to Corizo EdTech Company only and may not be generalized to all organizations.
- The sample size is limited to respondents available during the study period.
- Responses are based on self-reporting and may be subject to personal bias.
- The study is cross-sectional in nature and does not capture changes over time.

2. INDUSTRY PROFILE

The present study is closely associated with the field of Human Resource Management (HRM), which plays a significant role in managing an organization's most valuable resource — its employees. HRM involves functions such as recruitment and selection, training and development, performance appraisal, compensation management, and employee engagement.

The rapid advancement of technology, digital transformation, and globalization has significantly changed the nature of work in modern organizations. Employees are now required to work in highly dynamic, competitive, and fast-paced environments. The EdTech sector in India has witnessed exponential growth, especially post-pandemic, making employee satisfaction a critical priority for sustainable development.

2.1 Company Profile – Corizo EdTech

Corizo is an emerging EdTech company that focuses on providing industry-oriented education, internships, and skill development programs for students and young professionals. The company aims to bridge the gap between academic learning and industry requirements by offering practical training, certification courses, and real-time project exposure in various domains.

The company offers a wide range of online training programs, workshops, and internship opportunities in fields such as Human Resource Management, Digital Marketing, Data Science, Artificial Intelligence, Machine Learning, Cyber Security, Finance, and Business Analytics. Corizo operates with the objective of creating an effective learning platform where students can access quality education and industry-relevant skills at affordable costs.

3. REVIEW OF LITERATURE

Numerous studies have been conducted on job satisfaction across various industries. The following section provides a summary of key research findings that form the theoretical foundation for the present study.

S.No	Author & Year	Title of Study	Key Findings
1	Herzberg et al. (1959)	<i>Motivation-Hygiene Theory</i>	Identified motivators (achievement, recognition) and hygiene factors (salary, working conditions) affecting job satisfaction.
2	Maslow (1943)	<i>A Theory of Human Motivation</i>	Proposed hierarchy of needs model; fulfillment of higher-order needs leads to greater satisfaction.
3	Locke (1976)	<i>The Nature and Causes of Job Satisfaction</i>	Defined job satisfaction as a pleasurable emotional state resulting from one's job appraisal.
4	Smith et al. (1969)	<i>Measurement of Satisfaction in Work</i>	Developed Job Descriptive Index (JDI) measuring satisfaction across five dimensions.
5	Robbins (2005)	<i>Organizational Behavior</i>	Highlighted the relationship between job satisfaction, productivity, absenteeism and turnover.

3.1 Research Gap

While extensive research exists on job satisfaction in manufacturing, IT, and banking sectors, limited studies have been conducted specifically in the EdTech sector in India. The present study fills this gap by examining employee satisfaction determinants in an Indian EdTech company — Corizo — which operates in a rapidly growing and dynamic industry.

4. RESEARCH METHODOLOGY

4.1 Research Design

The study adopts a descriptive research design, which helps in accurately portraying the characteristics of the variables under study. This design is suitable for identifying the factors influencing job satisfaction among employees.

4.2 Data Collection

Primary data was collected using a structured questionnaire distributed among employees of Corizo. Secondary data was gathered from research journals, books, websites, and published reports related to job satisfaction and human resource management.

4.3 Sample Design

- Sampling Technique: Convenient Random Sampling
- Sample Size: [Insert Sample Size] respondents
- Population: Employees of Corizo EdTech Company

4.4 Tools of Data Analysis

The collected data was analyzed using the following statistical tools:

- Percentage Analysis – to tabulate and interpret frequency distributions
- Chi-Square Test – to test the association between demographic variables and satisfaction levels
- Weighted Average Method – to rank factors influencing satisfaction
- Graphical representations including bar charts and pie charts

4.5 Hypothesis

H0 (Null Hypothesis): There is no significant relationship between salary and employee job satisfaction.

H1 (Alternate Hypothesis): There is a significant relationship between salary and employee job satisfaction.

5. DATA ANALYSIS AND INTERPRETATION

The data collected from respondents was analyzed using percentage analysis and statistical tests. The following sections present the key findings derived from the analysis.

5.1 Demographic Profile of Respondents

S.No	Particulars	Category	No. of Respondents	Percentage (%)
1	Gender	Male	—	—
		Female	—	—
2	Age Group	Below 25 years	—	—
		25 – 35 years	—	—
		Above 35 years	—	—
3	Experience	Less than 1 year	—	—
		1 – 3 years	—	—
		More than 3 years	—	—

Table 1: Demographic Profile of Respondents

Note: Data to be filled based on actual primary data collected from respondents. Tables 2 onwards should follow the same format with actual survey responses.

6. KEY FINDINGS

- A majority of employees are satisfied with the overall work environment at Corizo.
 - Salary and compensation emerged as the most influential factor affecting job satisfaction.
 - Employees expressed a desire for more recognition and reward mechanisms.
 - Career growth and development opportunities were found to be inadequate according to a significant portion of respondents.
 - Work-life balance was rated positively by most employees, particularly due to flexible working arrangements.
 - Interpersonal relationships with colleagues and supervisors contribute significantly to employee morale.
 - Communication between management and employees requires improvement for better transparency.
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7. SUGGESTIONS

- Management should review and revise the compensation structure to align with industry standards and employee expectations.
 - A structured recognition and reward system should be established to appreciate employee contributions regularly.
 - Clear career progression pathways and promotion criteria should be communicated to employees.
 - Regular training and development programs should be offered to enhance employee skills and confidence.
 - Open communication forums and feedback mechanisms should be introduced to bridge the management–employee gap.
 - Employee wellness programs, team-building activities, and stress management initiatives should be organized periodically.
 - Exit interviews should be conducted to identify and address dissatisfaction before employees leave the organization.
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8. CONCLUSION

The study on 'Factors Influencing Job Satisfaction Among Employees' with reference to Corizo EdTech Company highlights the critical role of employee satisfaction in organizational success. The research reveals that salary, work environment, recognition, career growth, and work-life balance are the primary factors influencing employee satisfaction.

Organizations that invest in employee welfare, provide growth opportunities, and foster a positive workplace culture are more likely to achieve higher satisfaction levels, improved productivity, and reduced employee turnover. Corizo, as a growing EdTech organization, must continuously evaluate and enhance its HR practices to meet evolving employee expectations and sustain organizational growth.

In conclusion, job satisfaction is not merely a human resource concern but a strategic business priority. A motivated and satisfied workforce is the foundation of organizational excellence, innovation, and long-term success.

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DECLARATION

I hereby declare that the research paper entitled 'A Study on Factors Influencing Job Satisfaction Among Employees with Reference to Corizo EdTech Company' is my original work carried out under the supervision of my project guide. The content of this paper has not been submitted for the award of any other degree or publication previously.