

A PERCEPTION OF EMPLOYEES TOWARDS MOTIVATION AND ITS ASSOCIATED FACTORS IN IT MULTINATIONAL CORPORATIONS

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ABSTRACT

The purpose of this study was to study the perception of IT MNCs employees towards motivation and its associated factors. In order to do so, the researcher aimed to identify motivational factors in an organization and study the perception towards these factors. The data were collected from 103 IT professionals working in MNCs. The present study was survey in nature. Data were collected by a tool developed by the researcher. The data were analyzed with the help of factor analysis. Five factors were identified such as Accountability, Self progression, Emoluments, Association and Safety. After analyzing the motivational factors in this study, it can be concluded that majority of employees in IT multinationals are satisfied towards Accountability, Self progression, Emoluments, Association and Safety factors of motivation. Many studies have come to the conclusion that money is a great motivator at work and is often put on first place among motivational factors, however, the results from this study showed a different outcome.

KEYWORDS: Motivation, IT Company, Self progression, employee.

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