

EMPLOYEES MORALE IN FIREWORKS INDUSTRY SIVAKASI

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ABSTRACT

In this competitive world, it is necessary for the organization to always keep a check on what the employee organization feel about their jobs, their organization culture, employee morale of employees towards their jobs, it can help the organization to take adequate measures to maintain good relationship with their employees. The employees performance are likely to higher if his/her values is fit well for an organization thus it became important to mindset, thinking , morale is clear about the employees, organization can evaluated positively and allocated rewards to employees and more likely to satisfied if they values also fit in the organization. The researcher well designed pre- test questionnaires are used for collections of primary data. The required primary data of this study has been collected from 50 employees in fireworks industry, sivakasi. Hence, the convenient sampling techniques used for this study. The researcher will be using the statistical tools like percentage, chi-square, standard deviation. Finally the researcher provides the suitable suggestions for improvement of the employee morale in fireworks industry. The researcher concludes employee morale plays a very important role in every organization. Good employee morale helps to success of the organization. Unless an employee has poor morale if always a possibility of employee disharmony and also affect smooth running organization.

KEYWORDS: competitive, organization,

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