

IMPORTANCE OF EMPLOYEE MOTIVATION & JOB SATISFACTION FOR ORGANIZATIONAL PERFORMANCE

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ABSTRACT

In today's business environment as it is true with high job losses due to layoff and retrenchment to create a lean organization, it is also note worthy for organizations to stop loses of performing employees due to decreasing job satisfaction and lack of motivation to continue with the organization for long. Motivated and satisfied employees will have committed approach towards organizational objective; in turn organizations will also have to show similar commitment towards employee objectives. Here the role of HR is to continuously work towards alignment of aspirations of the employee with the goals of the organization. This objective can be achieved by creating inspiring work environment which promotes and addresses employee need for growth and development. These factors although complex in nature and as they could not be addressed for individual employee basis as it may vary case to case it is important for HR to explore the common areas of intersection. Job satisfaction or employee motivation is studied not just to handle the turnover but also there are other adverse effects of dissatisfaction like absenteeism, low performance, lower morale, low contribution to the team, less coordination, less orientation towards organizational objective these could affect the organization capacity to compete in the highly competitive business environment. Hence the HR has to induce an organizational environment and promote organizational culture which takes in to consideration of the prevailing need.

KEY WORDS: Job satisfaction, Motivation, Human resource Management, worker commitment, organizational culture.

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