

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BANKING WITH SPECIAL REFERENCE TO COIMBATORE CITY <i>K. RAJA RAJESWARI & S. KIRTHIKA</i>	1
2.	AN ANALYSIS OF THE PERFORMANCE OF PRADHAN MANTRI MUDRA YOJANA (PMMY) <i>Dr. A. C. PRAMILA</i>	8
3.	SMARTPHONE NOMOPHOBIA: TO ANALYZE THE SMARTPHONE NOMOPHOBIA AMONG TEENAGERS AND PARENTS CONTROL OVER IT <i>JAYASHREE PRAKASH MAHAJAN</i>	10
4.	IMPACT OF INSTAGRAM ON ACADEMIC PERFORMANCE STUDENTS – AN EXPLORATORY EVIDENCE FROM UNDERGRADUATE FROM BANGALORE <i>PRIYADHARSHINI & CHRISTOPHER DEVAKUMAR</i>	18
5.	A STUDY OF FACTORS AFFECTING EMPLOYEE MOTIVATION IN PRIVATE DIAMOND COMPANY, SURAT <i>RAHUL MUKESHBHAI PATEL & NIMISHA JARIWALA</i>	23
	REQUEST FOR FEEDBACK & DISCLAIMER	26

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. VIJAYPAL SINGH DHAKA

Professor & Head, Department of Computer & Communication Engineering, Manipal University, Jaipur

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDIEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ‘ _____ ’ for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY OF FACTORS AFFECTING EMPLOYEE MOTIVATION IN PRIVATE DIAMOND COMPANY, SURAT

RAHUL MUKESHBHAI PATEL
STUDENT

B. V. PATEL INSTITUTE OF MANAGEMENT
UKA TARSADIA UNIVERSITY
BARDOLI

NIMISHA JARIWALA
TEACHING ASST.

B. V. PATEL INSTITUTE OF MANAGEMENT
UKA TARSADIA UNIVERSITY
BARDOLI

ABSTRACT

Employee motivation is the important factor that helps the employee to carry out work related task. The objective of the study is to know the factor affecting motivation of employee in an organization. A descriptive research design was adopted. The sampling design is Stratified random sampling was used in the research. 100 respondents were taken as a sample. The primary data collected through structured questionnaire. A set of graphs and frequency tables were used to present the results of the study. Continuous feedback of employees' performance should be given to employees so that they can improve their performance in the organization. In organization the duration of the research project is for 1 month. The importance factors that motivate the employee are welfare facilities and reward. Employees should get what they deserve in the organization otherwise they will be de-motivated and company cannot get desired outcome. The results of the study indicate that employees are motivated in the organization, it improves both their effectiveness and efficiency drastically for achieving organizational goals.

KEYWORDS

HRM, private diamond company, employee motivation.

JEL CODES

J20, J28.

INTRODUCTION

Employee motivation is the way for motivating employee as an internal drive to put forth the necessary effort and action towards work related activities. It is the level of energy, commitment, and creativity that company workers bring to their jobs. Whether the economy is growing or shrinking, finding ways to motivate employees in always a management concerns. Competing theories stress either incentives or employee involvement. There is so many ways a business can consider motivating employee. It is up to the management to see to it that they motivate the employees in the right manner. With proper motivation strategies, a company can expect high performance rates, as well as profit.

LITERATURE REVIEW

Mary elector odukah March 2016 Find the factor influencing staff motivation among employee's objective to find the factor influencing staff motivation among employee's research methodology& design used is descriptive statistics sample-size and techniques A sample of 278 employees out of 1000 employees was selected for study. Random sampling techniques data-collection and analysis method, tools Questionnaires were used. Findings Performance, working conditions, training and development.

Catherine njerikivuva 2012 establish the factors that influence employee motivation in bambini cement limited. Research methodology& design were used Stratified random sampling. Sample-size and techniques 550 employees. Data-collection and analysis method, tools Questionnaires Primary Data Descriptive Statistics Result were presented in tables and charts.

Abdullah khan 29 June 2017 Factor affecting employee motivation towards employee performance objective Do the motivational aspect enhance the individual performance research methodology & design used is descriptive statistics sample-size and techniques data-collection and analysis method, tools Regression statistics. Concluded that People will be motivated by range of factors and these are different for everyone.

Santosh chapagai 2017 focused on finding the motivational factors of employees working. Objective to focus on finding the motivational factors of employees working Primary data, secondary data data-collection and analysis method, tools Questionnaires were used. Concluded that the result in high level of de-motivation but good wages of salary causes motivation employees not as much as de-motivate them.

NEED/IMPORTANCE OF STUDY

Motivation is a very important for an organization because of following benefits its provides:

- Puts human resources into action.
- Improves level of efficiency of employees.
- Builds friendly relationship.

STATEMENTS OF PROBLEM

It is acknowledged with certainty that no organization may possibly thrive without their employees. Employees are main reason any organization might have potential to keep in existence for a long time.

RESEARCH METHODOLOGY

Mixed methodology was applied in order to achieve the objectives set and a structured questionnaire was designed as a data collection instrument.

DATA COLLECTION

A questionnaire will be used to collect Primary data.

METHODS

Data will be collected personally & respondent will be asked to give their responses by filling the questionnaire and answering the question of the research topic.

RESEARCH OBJECTIVES

1. To identify the factors affecting motivation of employee in the organization.
2. To know the of motivation level of employees.
3. To know the demographic factor affecting motivation level of employee at workplace.

DATA ANALYSIS

TABLE 1: GENDERS OF RESPONDENTS

Particular	No of respondents	Percentage
Female	25	25%
Male	75	75%
Total	100	100%

TABLE 2: AGE GROUP OF RESPONDENTS

Particular	No of respondent	Percentage
21-30 years	6	6%
31-40 years	30	30%
41-50 years	26	26%
Above 50 years	38	38%
Total	100	100

TABLE 3: EDUCATIONAL QUALIFICATIONS OF RESPONDENTS

Particular	No of respondent	Percentage
H.S.C	29	29%
Graduate	39	39%
Post Graduate	28	28%
Above P.G	4	4%
Total	100	100

TABLE 4: OPINIONS OF EMPLOYEES TOWARDS EMPLOYEE MOTIVATION

Sr. No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Do you feel motivated if you achieve your goal?	1	-	12	49	38	100
2	Do you feel motivated if your supervisors recognize your achievements?	-	-	17	61	22	100
3	Do you feel motivated if your responsibilities are increased?	-	-	24	43	33	100
4	Do you feel motivated if company gives opportunity for Training?	-	-	24	36	40	100
5	Do you feel motivated if you get reward	-	-	13	37	50	100
6	Do the policies of company motivate you?	-	-	24	34	42	100
7	Does your job status motivate you?	-	-	10	54	36	100
8	Do you feel motivated when job security is given to you?	-	-	6	42	52	100
9	Do you feel motivated by the basic welfare facilities provided by the company?	-	-	15	47	38	100
10	Do work environment motivate you.	-	-	14	34	52	100
11	Are you motivated by the management style of the company?	-	-	9	26	65	100
12	Does the image of the company motivate you?	-	-	12	43	45	100
13	Do you feel motivated if you have good co-workers?	-	-	8	47	45	100
14	Do you feel motivated if company gives you autonomy or freedom on the job?	-	-	22	29	49	100
15	Do you feel motivated if work life balanced?	-	-	25	24	51	100

FINDINGS

1. Minority of respondents are belonging in the age group between 20-30 that is 8%, majority of respondents are belonging in the age group between 41-50 that is 55%.
2. Minority of respondents are female that is 15% and majority of respondent are male that is 85%.
3. Minority of respondents are belonging to PG that is 4%and minority of respondents are belonging to graduate that is 39%.
4. Majority of respondents are belonging in 49% respondents are happy and agree.
5. Minority of respondents 17% which are neutral and majority of respondent are happy and agree which are 61%.Minority of respondents 24% which are neutral and majority of respondent are happy and agree which are 43%.
6. Minority of respondents 24% which are neutral and majority of respondent are happy and strongly agree which are 40%.
7. Minority of respondents 13% which are neutral and majority of respondent are happy and strongly agree which are 50%.
8. Minority of respondents 24% which are neutral and majority of respondent are happy and agree which are 42%.
9. Minority of respondents 10% which are neutral and majority of respondent are happy and strongly agree which are 54%.
10. Minority of respondents 6% which are neutral and majority of respondent are happy and strongly agree which are 52%.
11. Minority of respondents 15% which are neutral and majority of respondent are happy and strongly agree which are 47%.
12. Minority of respondents 10% which are neutral and majority of respondent are happy and strongly agree which are 52%.
13. Minority of respondents 9% which are neutral and majority of respondent are happy and strongly agree which are 65%.
14. Minority of respondents 12% which are neutral and majority of respondent are happy and strongly agree which are 45%.
15. Minority of respondents 8% which are neutral and majority of respondent are happy and strongly agree which are 47%.
16. Minority of respondents 22% which are neutral and majority of respondent are happy and strongly agree which are 49%.
17. Minority of respondents 24% which are neutral and majority of respondent are happy and strongly agree which are 51%.

SUGGESTIONS

Continuous feedback of employees' performance should be given to employees so that they can improve their performance in the organisation. Extra efforts (Over time) of employees should be given more importance, so that employees are motivated to work in a good manner. Employees should get what they deserve in the organization otherwise they will be de-motivated and company cannot get desired outcome.

CONCLUSION

The study concluded that factors affecting motivation have a positive impact on employee's performance in the organization. There were some factors which demotivated employees with chance for decision making and job security given by organization. The importance factors that motivate the employee are welfare facilities and reward. There are various methods to motivate the employees. The employer should recognize it and implement it for the best outcomes from the employees which will help the organization to grow. I found that if company was take new technology so they are given the experience to work the all employees.

REFERENCES

1. <http://doc.utwente.nl/83685/1/Looise,Torka,Wigboldus.pdf>(Assessed on 7 December,2016.12:07 pm)
2. <http://www.garph.co.uk/IJARMSS/Jan2015/4.pdf>(Assessed on 7 December,2016.12:15pm)
3. <http://www.hse.gov.uk/research/hslpdf/2005/hs10509.pdf>(Assessed on 7 December,2016.12:11pm)
4. <http://www.journalijar.com/uploads/190IJAR-6076.pdf>(Assessed on 7 December,2016.12:09pm)

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

