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Project REPORT On

The Roles of Motivation in Improving Productivity in Organization

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Letter of Transmittal

Farhana Mitu

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Subject: Submission of Project Report

Dear Sir,

With due respect would like to notify you that, this is a great honor for me to present my project report on **“The Roles of Motivation in improving Productivity in Organization.”** I feel delightful as I got the opportunity to do my project report under your supervision. I have given utmost dedication and concentration to the project so that I could prepare a successful completion of my report. I am thankful for your guidelines and instructions.

I tried to put my best effort for the preparation of this Report. Yet if any short coming or flaws arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Sincerely yours,

(Zakiya Zaman Suravi)

Student ID: 2162011092

Program: BBA

Batch: 40th

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Student's Declaration

I am Zakiya Zaman Suravi here by state that the presented project report on **“The roles of motivation in improving productivity in organization”**, is exclusively prepared and updated by me .

I confirm that the report is entirely prepared for my academic requirements not for any other purpose.

(Zakiya Zaman Suravi)

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Supervisors Declaration

The report titled as above is submitted as partial fulfillment of requirement of BBA program. The report has been prepared by Zakiya Zaman Suravi Student ID:2162011092 Batch: 40th Department of Business Administration, Program BBA Uttara University, Uttara, Dhaka, Bangladesh under my supervision and Guidance.

This report is approved and accepted in quality form.

(Farhana Mitu)

Senior Lecturer

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At the very outset, I am thankful to almighty Allah for giving me strength, courage and ability to accomplish the project report in a scheduled time in spite of various complications.

I express my profound thanks to Prof. DR. ASM SHAHABUDDIN Uttara University, Chairman & Dean, School of Business, Uttara University.

I express my profound thanks to Farhana Mitu ,Senior lecturer, Dept. of Business Administration Uttara University, for being a very accommodating advisor and providing me appropriate direction in carrying out my Project Report, as a part of the obligatory prerequisite for the Bachelor of Business Administration Undergraduate Program. His propositions were vital in making this report on the topic **“The Roles of Motivation in improving Productivity in Organization”** as flawless as possible.

Finally, I would like to humble thanks to all my friends and family members who gave me outstanding physical, psychological and economical supports that provides me strength to go through some of the extreme areas to complete my BBA program.

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Abstract

Procuring high productivity is one of the most pivotal goals of an organization. Motivation , an incentive factor that has the potential to enhance employee loyalty and performance, can also contribute to increasing productivity when properly utilized by managers. It presents current theories of motivation and outcomes of empirical study to enunciate how employee motivation generates higher productivity in organization. This study investigates the impact of employee motivation on productivity and organizational commitment in the higher education sector. The data is collected using an online survey from 242 employees from public universities in northern Malaysia. During the analysis of the data, SPSS and structural equation modelling are used for generating the results. The findings show that employee motivation has a significant positive effect on employee productivity. Additionally, the effect of employee motivation on organizational commitment is positive and statistically significant. Finally, the results prove that organizational commitment has a significant positive effect on employee productivity. These results carry extreme significance to policy makers in the education sector with regards to the importance of employee motivation if they intend to enhance organizational productivity and competitiveness.

Section:01

Justification of the study

I would like to select the topic for my project report on “The Roles of Motivation in improving productivity in organization”, because I am interested about it so much. There are several reason why motivation is important. Mainly it allows an organization to meet its goal by increasing productivity. I personally believe that motivation increase the productivity of the employees as well as the organization.

After doing this project, I am able to know details about motivation , its various theory, its importance on productivity. These will help me for my future business planning, goal setting, goal achieving etc. I have read so many articles and theories while i was doing my project work. By preparing this project i have got the details about how motivation can increase the productivity of an organization. Finally it can be easily said that motivation can allow an organization to gain higher levels of output.

Section:02

Objective of the study

1. I want to know about motivation and its impact on organizations productivity.
2. I want to analyze the whole matter for readers.
3. To suggest effective measures for motivating people to increase productivity.

Section:03

Methodology

This study adopted the quantitative methodology in which the data were gathered through an online survey method. The participants of this study included administrative as well as academic staff of public universities in northern Malaysia. A total of 870 questionnaires were administered to the employees through email. To ensure that the minimum required sample size is obtained, the questionnaires were administered to several employees after obtaining the lists of their emails. This process was done to obtain the required sample size. According to Yoldas (2012), using the survey technique to collect information from larger samples is more appropriate and robust than adopting the interviews. Since the questionnaire instrument allows for reaching a big number of populations, the online surveys allow the researcher to reach them at a minimum cost.

The constructs of this study were measured using scales adapted from previous literature. Specifically, a seven-item scale to measure employee motivation was taken from Curtis and Severt (2009). To measure employee productivity, a four-item scale was taken from the study of Lee and Brand (2010). The aforementioned scales were selected due to their acceptable Cronbach's alpha reliability that was more than 0.70. Finally, a five-item scale was used to measure organizational commitment and it was taken from the study of Mowday, Steers, and Porter (1979). All of the items were measured using the five-point

Likert scale which ranges between strongly disagree and strongly agree. After designing the final questionnaire, three experts from higher education institutions were asked to check and validate it before the initial distribution took place.

Section:04

Discussion

1.1.Introduction

Improving the productivity of the organization is one of the key tasks of managers. However, how to effectively increase organizational productivity is a highly controversial issue and can be regarded as a great challenge for managers. Theories of organizational behaviour play important roles in improving performance of the organization and some elements provide leaders with effective propositions to enhance organizational productivity. Motivation is a crucial factor contributing to the improvement of organizational productivity.

1.2.Definition

Motivation is the word derived from the word 'motive' which means needs, desires, wants or drives within the individuals. It is the process of stimulating people to actions to accomplish the goals. In the work goal context the psychological factors stimulating the people's behaviour can be -

- desire for money

- success
- recognition
- job-satisfaction
- team work, etc

1.3.Importance of Motivation:

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

1. Puts human resources into action

Every concern requires physical, financial and human resources to accomplish the goals. It is through motivation that the human resources can be utilized by making full use of

it. This can be done by building willingness in employees to work. This will help the enterprise in securing best possible utilization of resources.

2. Improves level of efficiency of employees

The level of a subordinate or a employee does not only depend upon his qualifications and abilities. For getting best of his work performance, the gap between ability and willingness has to be filled which helps in improving the level of performance of subordinates. This will result into-

- a. Increase in productivity,
- b. Reducing cost of operations, and
- c. Improving overall efficiency.

3.Leads to achievement of organizational goals

The goals of an enterprise can be achieved only when the following factors take place :-

- d. There is best possible utilization of resources,
- e. There is a co-operative work environment,
- f. The employees are goal-directed and they act in a purposive manner,

- g. Goals can be achieved if co-ordination and co-operation takes place simultaneously which can be effectively done through motivation.

Builds friendly relationship

Motivation is an important factor which brings employees satisfaction. This can be done by keeping into mind and framing an incentive plan for the benefit of the employees.

This could initiate the following things:

- h. Monetary and non-monetary incentives,
- i. Promotion opportunities for employees,
- j. Disincentives for inefficient employees.

In order to build a cordial, friendly atmosphere in a concern, the above steps should be taken by a manager. This would help in:

- i. Effective co-operation which brings stability,
- ii. Industrial dispute and unrest in employees will reduce,
- iii. The employees will be adaptable to the changes and there will be no resistance to the change,
- iv. This will help in providing a smooth and sound concern in which individual interests will coincide with the organizational interests,
- v. This will result in profit maximization through increased productivity.

1.4: Maslow's Hierarchy of Needs Theory:

1.4: Maslow's Hierarchy of Needs Theory:

Abraham Maslow is well renowned for proposing the Hierarchy of Needs Theory in 1943. This theory is a classical depiction of human motivation. This theory is based on the assumption that there is a hierarchy of five needs within each individual. The urgency of these needs varies.

These five needs are as follows-

1. **Physiological needs-** These are the basic needs of air, water, food, clothing and shelter. In other words, physiological needs are the needs for basic amenities of life.
2. **Safety needs-** Safety needs include physical, environmental and emotional safety and protection. For instance- Job security, financial security, protection from animals, family security, health security, etc.
3. **Social needs-** Social needs include the need for love, affection, care, belongingness, and

friendship.

4. **Esteem needs**- Esteem needs are of two types: internal esteem needs (self- respect, confidence, competence, achievement and freedom) and external esteem needs (recognition, power, status, attention and admiration).
5. **Self-actualization need**- This include the urge to become what you are capable of becoming / what you have the potential to become. It includes the need for growth and self-contentment. It also includes desire for gaining more knowledge, social- service, creativity and being aesthetic. The self- actualization needs are never fully satiable. As an individual grows psychologically, opportunities keep cropping up to continue growing.

According to Maslow, individuals are motivated by unsatisfied needs. As each of these needs is significantly satisfied, it drives and forces the next need to emerge. Maslow grouped the five needs into two categories - Higher-order needs and Lower-order needs. The physiological and the safety needs constituted the lower-order needs. These lower-order needs are mainly satisfied externally. The social, esteem, and self-actualization needs constituted the higher-order needs. These higher-order needs are generally satisfied internally, i.e., within an individual. Thus, we can conclude that during boom period, the employees lower-order needs are significantly met.

1.5.Theory X and Y:

Assumptions of Theory X

- An average employee intrinsically does not like work and tries to escape it whenever possible.
- Since the employee does not want to work, he must be persuaded, compelled, or warned with punishment so as to achieve organizational goals. A close supervision is required on part of managers. The managers adopt a more dictatorial style.
- Many employees rank job security on top, and they have little or no aspiration/ ambition.

Assumptions of Theory Y

- Employees can perceive their job as relaxing and normal. They exercise their physical and mental efforts in an inherent manner in their jobs.
- Employees may not require only threat, external control and coercion to work, but they can use self-direction and self-control if they are dedicated and sincere to achieve the organizational objectives.

- If the job is rewarding and satisfying, then it will result in employees' loyalty and commitment to organization.
- An average employee can learn to admit and recognize the responsibility. In fact, he can even learn to obtain responsibility.
- The employees have skills and capabilities. Their logical capabilities should be fully utilized. In other words, the creativity, resourcefulness and innovative potentiality of the employees can be utilized to solve organizational problems.

1.6.The Relationship Between Motivation And Productivity

The intensity of stimulation required is inversely related to the motivation level. Therefore, motivation and productivity are directly related; the higher the motivation level, the higher the productivity potential of subordinates.

Section:05

Future Forward

Creating a workplace with excellent morale and motivate employees is a long-term project, and needs to be embedded within the fabric of an organization's daily operations. Highly motivated and engaged personnel are a tremendous asset to any organization. While money is an important foundational consideration, the main factors that attract and maintain "talent" within an organization include:

- (1) Recognition
- (2) Having Interesting Work to Do
- (3) Being Heard By Management
- (4) Having Skilled Managers
- (5) Having Good Communication Flows
- (6) Being Provided With Opportunities for Advancement.

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Appendices

Appendix I

Introducing Consulting Articles

SL NO	Article	Authors	Journal Name	Volume & Issue	Year	Publisher
1	Does motivational factor influence organizational commitment and effectiveness?	Alhaji, I. A., & Yusoff, W. F.	Journal of Business Management and Economics	3(1), 1-9.	2012	Journal of Business Management and Economics
2	The impact of employee motivation on organizational commitment	Al-Madi, F. N., Assal, H., Shrafat, F., & Zeglat, D.	European Journal of Business and Management	9(15), 134-145.	2017	European Journal of Business and Management
3	Impact of motivation on workers' productivity in the Nigerian	Aiyetan, A. O., & Olotuah, A.	Proceedings of 22nd Annual ARCOM Conference	4-6	2006	Proceedings of 22nd Annual ARCOM

	construction industry.	O.				Conference
4	The impact of rewards on employee performance in commercial banks of Bangladesh: An empirical study	Aktar, S., Sachu, M. K., & Ali, M. E.	IOSR Journal of Business and Management	6(2), 9-15.	2012	IOSR Journal of Business and Management
5	The influence of transformational leadership on job satisfaction, organizational commitment, and employee performance	Atmojo, M	International Research Journal of Business Studies	5(2), 113-128.	2015	International Research Journal of Business Studies
6	A study on the relationship between labour productivity and motivation; with	Bandara, K. M. N. S., & Weligodapola, M.	Hirdaramani Group of Companies	1, 7-12.	2013	Hirdaramani Group of Companies

	special reference to Hirdaramani Group of Companies					
7	The multidimensional view of commitment and the theory of reasoned action	Becker, T. E., Randall, D. M., & Riegel, C. D	Journal of Management	A comparative evaluati on21(4), 617- 638.	1995	Journal of Management

Appendix II

Complication of Objectives/ Purposes/ Questions/Hypotheses Addressed by the Articles

SL NO	Article	Questions/Hypotheses
1	Does motivational factor influence organizational commitment and effectiveness?	What effect does employee well-being have on the level of effectiveness of workers?
2	The impact of employee motivation on organizational commitment	How does employee relationship with managers affect the level of efficiency of the workers?
3	Impact of motivation on workers' productivity in the Nigerian construction industry.	What effect does compensation have on the level of effectiveness of the worker?
4	The impact of rewards on employee performance in commercial banks of Bangladesh: An empirical study	How does training and career development affect the level of efficiency of a worker?

5	The influence of transformational leadership on job satisfaction, organizational commitment, and employee performance	What influence does employee motivation have on organizational productivity?
6	A study on the relationship between labour productivity and motivation; with special reference to Hirdaramani Group of Companies	Employee well-being has no significant effect on the level of effectiveness of the worker
7	The multidimensional view of commitment and the theory of reasoned action	Employee relationship with managers have no significant effect on the level of efficiency of the worker

Appendix III

Complication of Methods

SL NO	Articles	Method
1	Does motivational factor influence organizational commitment and effectiveness?	I have collect the data from secondary source.
2	The impact of employee motivation on organizational commitment	This study analyzes the association between motivation and organizational commitment, employee motivation is the independent variable and organizational commitment is used as the dependent variable.
3	Impact of motivation on workers' productivity in the Nigerian construction industry.	The study was carried out in internet used for selecting firms for study.
4	The impact of rewards on employee performance in commercial banks of Bangladesh: An empirical study	This study is an empirical study, based on the primary data
5	The influence of transformational leadership on job satisfaction,	The method used in this research in survey method by giving questionnaire to respondents and by conducting interviews.

	organizational commitment, and employee performance	
6	A study on the relationship between labour productivity and motivation; with special reference to Hirdaramani Group of Companies	Having studied the various approaches launched by the organization to improve the level of satisfaction of the employees, a questionnaire was designed in such a manner that each question will be representing one of the activities or programs launched by the organization to improve the employee motivation
7	The multidimensional view of commitment and the theory of reasoned action	I have collect the data from secondary source.

Appendix IV

Complication of Conclusions

SL NO	Article	Conclusion
1	Does motivational factor influence organizational commitment and effectiveness?	The management of people at work is an integral part of the management process. To understand the critical importance of people in the organization is to recognize that the human element and the organization are synonymous. A well-managed organization usually sees an average worker as the root source of quality and productivity gains. Such organizations do not look to capital investment, but to employees, as the fundamental source of improvement. An organization is effective to the degree to which it achieves its goals. An effective organization will make sure that there is a spirit of cooperation and sense of commitment and satisfaction within the sphere of its influence.
2	The impact of employee motivation on organizational commitment	The purpose of this study is to investigate the impact of motivating the front line employees of retail stores in Jordan on the organizational commitment. The study is aimed to appraise the existing literatures and build up the conceptual framework as well as hypotheses. The research was conducted with a convenience sample. A total of 97 respondents from C-Town retail stores and Sameh Mall have participated in this research survey. Analysis of data and the discussion is included. Data collected were analyzed by the application of statistical tests i.e., Cronbach's alpha reliability, Pearson correlation and Simple Linear Regression using SPSS 20.0. Results showed that significant impact from employee motivation of front line employees on organizational commitment (affective, normative and continuance). Some

		important recommendations are also derived from the study.
3	Impact of motivation on workers' productivity in the Nigerian construction industry.	This is a research on the relationship between motivation and performance of workers in. It identifies a number of motivational schemes that enhance the performance of workers. Findings from the research on productivity of construction workers are reported.
4	The impact of rewards on employee performance in commercial banks of Bangladesh: An empirical study	Rewards is one of the important elements to motivate employees for contributing their best effort to generate innovation ideas that lead to better business functionality and further improvise company performance both financial and non-financially. According to Dewhurst et al.(2010), there are other means to reward employees that do not just focus on financial compensation. Some of these include the praised that employees are able to acquire from their managers, the opportunity to take on important projects or tasks, and even leadership attention.
5	The influence of transformational leadership on job satisfaction, organizational commitment, and employee performance	The objective of this study is to analyze the influence of transformational leadership and organizational commitment on job satisfaction and employee performance.
6	A study on the relationship between labour productivity and motivation; with special reference to Hirdaramani Group of Companies	Human motivation is the driving force by which humans achieve their goals and labour productivity is influenced by human motivation. A labour intensive product oriented organization is appropriate to carry out a research study on labour productivity and human motivation. Though a number of programs and activities have been arranged to enhance the human motivation, the organization has not assessed their effectiveness. Maslow's Hierarchy of needs was used as a tool to perform a research study to monitor the employee motivation and labour productivity.
7	The multidimensional view of	The production of safe food is an important objective for many food-processing facilities given the health and organizational

	<p>commitment and the theory of reasoned action</p>	<p>costs of food contamination. This investigation examines how reasoned action and job attitudes approaches can predict factors that contribute to the production of safe food. The reasoned action approach suggests these behaviors are predicted by perceived behavioral control and intentions to engage in food safety behaviors, and that these intentions are anticipated by attitudes regarding the behaviors and perceived social norms to engage in food safety behaviors. The job attitudes approach examined how job satisfaction, job involvement, and organizational commitment could predict worker's self-reported efforts to provide safe food. A survey of workers at a poultry producing facility indicates that the job attitudes and the reasoned action variables were all predictive of food safety behaviors, however, further analyses indicate that workers' reports of their food safety intentions and behaviors were best predicted by the reasoned action approach with job attitudes failing to add to the prediction of food safety. Implications for other behaviors involving safety and security are discussed.</p>
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