



A Study on Impact of Amalgamation of Employee Morale in Hinduja Group at Chennai

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ABSTRACT

The purpose of the study is to assess the results of uniting on worker morale within the Hinduja teams in Madras. Morale is a necessary ingredient of structure success. It reflects the attitudes and sentiments of a private and cluster towards the structure objectives. High morale will facilitate enhance job performance, job satisfaction and employment stability in any organization regardless of its nature. On the opposite hand, low morale is manifested in; increase in prices, absence from job, refusal of providing services, strike and murmur, lack of motivation and interest, decrease in creative thinking and innovation, lack of inter-organizational collaborations, preventing the satisfaction of structure objectives and at last reducing potency. The study adopted a descriptive analysis style to gather knowledge from the targeted hinduja cluster Ltd. Self-developed semi structured questionnaires was used to collect knowledge from the respondents within the Hinduja cluster Ltd. knowledge was analyzed using descriptive statistics by means that of SPSS, a applied math package package to come up with percentages and means that. The study seen that uniting had nice impact on worker morale of hinduja cluster. a number of the companies studied showed improved work surroundings and job satisfaction once uniting however hinduja cluster is the other way around. This might result to correct communication with management and staff. The study conjointly seen that employees morale completely effects the structure.

Key Words: Work surroundings, Job Satisfaction, uniting, worker Morale.

1.INTRODUCTION

Employees' morale is becoming a major issue and a matter of concern for the employees and organizations. It has become a part of life for the employees, as life today has become so complex at home as well as at workplace, it is impossible to avoid morale. During the past decade, the information technology sector had undergone rapid and striking changes like policy changes due to Globalization, increased competition due to the entrance of more multi-nation companies (MNCs) in the information technology sector, downsizing, introduction of new technologies etc.

1.1 COMPANY PROFILE

History

Hinduja Foundries to merge with Ashok Leyland;

It is a critical supplier to Ashok Leyland; however, it will continue to focus on growing its relationship with other customers too. Company also expects the merger to providing a wider range of solutions to the customers.

NEW DELHI: Indian supplier of automotive components Hinduja Foundries is going to amalgamate with commercial vehicle manufacturer Ashok Leyland, informed the company in an official statement released on Thursday. The appointed date for the proposed amalgamation is October 1, 2016.

The Board of Directors also approved (subject to regulatory approvals) the exchange ratio - 100 equity shares of Rs 10 each fully paid of Hinduja Foundries will get 40 equity shares of Re 1 each fully paid of Ashok Leyland, one thousand 2008 series GDRs of Hinduja Foundries will get 133 equity shares of Re 1 each fully paid of Ashok Leyland, one 2016 series GDRs of Hinduja Foundries will get 4,800 equity shares of Re 1 each fully paid of Ashok Leyland.

Vinod K Dasari, Chief Executive Officer and Managing Director, Ashok Leyland, said: "We welcome Hinduja Foundries into the fold of Ashok Leyland Limited. The amalgamation will result in operational efficiencies and help realize significant cost synergies. We are confident that the roll out of the best practices of Ashok Leyland will benefit Hinduja Foundries."

He further added, "While it is a critical supplier to Ashok Leyland will continue its focus to grow its relationships with other customers. In fact, the new arrangement will help in providing a wider range of solutions to them. There is so much more Hinduja Foundries can do under the new arrangement".

1.2 NEED FOR THE STUDY

This topic of study can support the organization to understand the strength and chance to develop the employee's morale and to understand the happy staff and their productive work. High morale can bring motivation in an exceedingly team work and employees' high degree of employee's interest in their job and organization. Morale can inspire among the staff for higher performance and job satisfaction. By doing this study we tend to return to understand the employee's performance and motivation within the organization. Employee's relationship & strength are found through morale. Morale can garner to realize cluster goal.

1.3 SCOPE OF THE STUDY

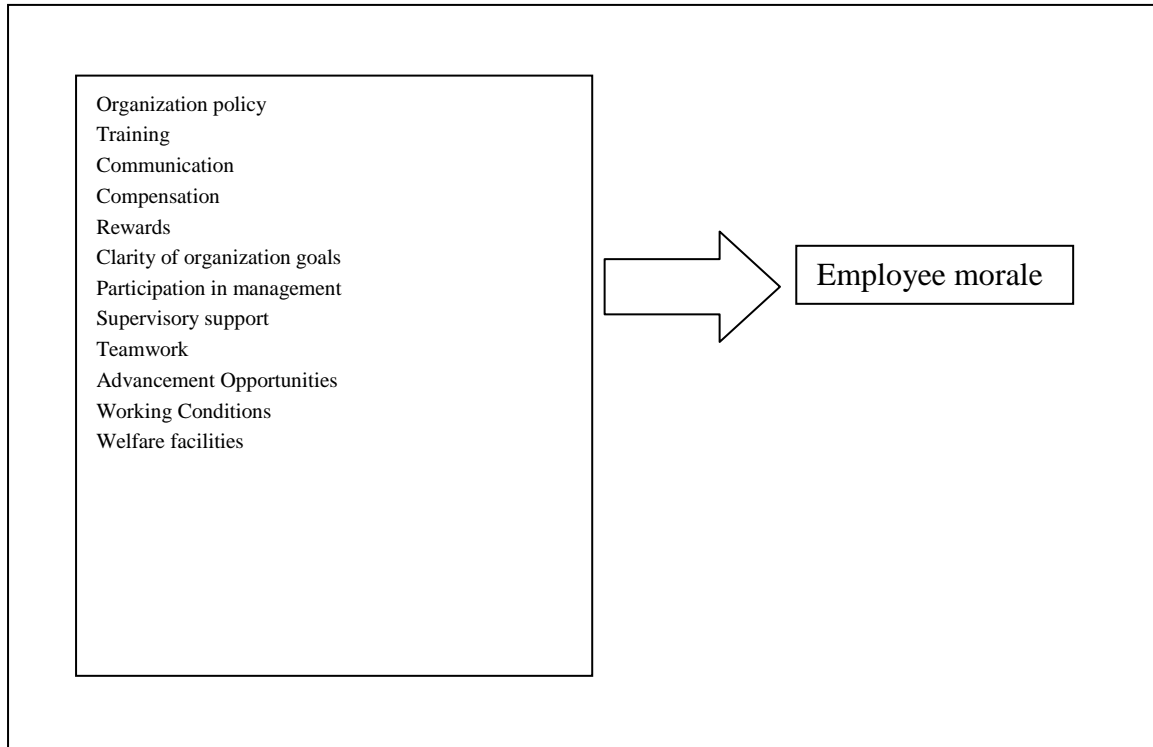
Managing the staff nowadays is Associate in Nursing progressively tough task. The involvement, sincerity, ability and dedication to the work that the management expects don't appear to be the result of economic incentives as was believed earlier. Performance will be improved in 2 ways that. Sensible staff will be attracted UN agency may perform the task in a very defensible manner and additionally use their ability in their job performance. On the opposite hand, the organization ought to offer them a operating setting that enhances their growth and fulfills their expectations. The ever-changing conception of the management of the organizations needs a replacement check out the conception of performance furthermore. within the past, performance was outlined in terms of an increase within the level of output of services with a similar or reduced level of input as a results of higher work strategies and improved technology. It is, however, solely through the staff that the last word increase in performance is achieved. Their performance is a lot of necessary than instrumentality and raw materials. Therefore, performance required to be redefined in terms of worker motivation, morale and satisfaction.

It has been by trial and error tried in several Indian and western organizations that contributory work climate, employee-centered climate and achievement-oriented climate ultimately improve performance. during this context, it's planned to undertake investigation determine the factors influencing the employee's morale and to form a comparative study of various levels of morale with a organizations in Hinduja group at Chennai.

1.4 OBJECTIVES OF THE STUDY

1. To identify the variables of employee's morale.
2. To measure the variables of employee's morale.
3. To analyze the determinants of employee's morale on Hinduja groups at Chennai.

1.5 RESEARCH FRAMEWORK



2. REVIEW OF LITERATURE

Dr. V. Chitra, Dr. C. Madhavi. (2021). Morale is that the loyalty of workers towards their geographic point. Its cluster behavior and their angle towards their job and their organization. They show positive angle towards commonness and quality towards their organization. Now-a-days, the morale is reducing and finding committed workers is negligible. If the morale is high the accomplishment of organizational mission is less complicated and level of accomplishment is high. To build morale, there's effort required by management yet. The sensation of belongingness comes out of the management angle primarily. The aim of this study is to seek out the result of morale on structure performance among nurses serving privately hospitals. This study is descriptive analysis procedure to accomplish the aim of the objective.

Arvind Mallik, Lakshmi Mallik, Keerthi.D.S. (2019). Morale is an employee's perspective toward his or her job, employer, and colleagues. Worker morale because the condition with relevancy satisfaction, confidence and resolve; the perspective of a private or cluster of workers, leading to courageousness, devotion and discipline; level of fulfillment one has with intrinsic work aspects, like selection and challenge, feedback and learning. Morale is actually an normal perspective of a private or cluster towards all aspects of their work just like the company, the job, the supervisors, fellow staff, operating conditions to that they need to experience and devote towards their effective time in business methodology used for this can be study is descriptive in nature and structured form was used that has been distributed to a hundred workers, convenience sampling technique was accustomed survey the worker morale. The result from the study explains that the morale is that the psychological issue which ends up in positive behavior of the staff and also the positive behavior results effective performance, to drive their organizations to peak performance managers and supervisors should place ahead the face of their organization.

M. Kanimozhi, A. Vinothkumar. (2018). Employee morale is viewed as feelings of well-being Associate in Nursing worker has in a very geographic point setting and it's well-tried to possess a big impact on job satisfaction and productivity. As morale describes the emotions and perspective, workers UN agency are optimistic and happy tend to possess high morale and workers UN agency are negative and sad have low morale. The analysis during this article focuses on the effectiveness of worker morale and its impact on worker relations in producing trade. As relationship with the organization facilitate worker to develop trust and satisfaction that has a control on developing positive morale. The plays of Morale are not Associate in Nursing aren't any slighter for an industrial endeavor. The success of failure of the trade abundant depends au fait the Morale of the staff. This article describes concerning the background of the term morale and therefore the ways utilized by the industries to extend morale within the geographic point. The end result from this study is employed for different factors in human resource management like worker motivation and Job satisfaction.

P. Suganya Devi, A.G. Ravi. (2018). This topic of study can support the organization to understand the strength and chance to develop the employee's morale and to understand the happy employees and their productive work. The study at gandhimathi appliance were cleared that there showing varied faction that influences morale and productivity of the staff every as social insurance measure, welfare facilities, regular payment standing, bonus, health condition, shift system and recognition of labor have gotten abundant importance. The origins of to operate arose in organizations that introduced 'welfare management' practices and conjointly in those who adopted the principles of 'scientific management'. To know regarding the worker morale and suggest effective measures to extend morale of the staff of butterfly pvt ltd. By doing this study we have a tendency to come back to understand the staff performance and motivation within the organization. Employee's relationship & strength will be found through morale.

Cindy Kangetta, Dr. Margaret Kirai. (2017). The purpose of the study is to assess the consequences of mergers and acquisitions on worker morale within the insurance sector in Kenya. Morale is a necessary ingredient of structure success. It reflects the attitudes and sentiments of a personal and cluster towards the structure objectives. High morale will facilitate enhance job performance, job satisfaction and employment stability in any organization regardless of its nature. On the opposite hand, low morale is manifested in; increase in prices, absence from job, refusal of providing services, strike and murmur, lack of motivation and interest, decrease in power and innovation, lack of inter-organizational collaborations, preventing the satisfaction of structure objectives and eventually reducing potency. The study adopted a descriptive analysis style to gather information from the targeted insurance firms. Purposive sampling technique was wont to choose the insurance firms that have undergone merger or acquisition within the sector.

Billava. (2007). conducted a study to check firstly the various factors affecting the level of employee's morale, secondly the level of morale and thirdly level of satisfaction of the employees of the company. For this purpose, the author took a sample of 20 employees. He found that the factors like social security measures, welfare facilities, salary status, bonus, health condition, shift system and recognition of work affected the employee's morale. He found that majority of employees were happy to work in the organization and their level of morale is higher.

Kaur. (2006). Conducted a study to seek out the connection between organization culture and workers morale in hand-picked industrial and co-operative banks. Banks were compared by exploitation eleven dimensions of organizational culture and five dimensions of employee morale as utilized by nanditakasal and a few demographic variables. The research worker all over that there have been vital variations on seven dimensions of organizational culture in 2 kinds of banks. Open organization culture was additional rife in industrial banks as compared to co-operative banks. The employee's morale in industrial banks scored considerably beyond co-operative banks and at last a positive and high degree of correlation existed between organization culture and employee's morale.

Vales. (2006). Conducted a study to search out whether fun within the work was an element that boosted workers ethical leading to high productivity,

lowering workers turnover and absence and creating economical team building and effective communication. The scientist studied whether fun within the work place boosted ethical or not beside 5 different factors studied earlier. The scientist sent e-mail to approximate four thousand members during a form of industries and businesses to gather the information. The scientist found that fun within the work place boosts the workers ethical by lowering stress, absence, turnover etc. And results in increase use enthusiasm, use happiness and multiplied use power.

Ward. (1998), submitted associate applied scientific research distinctive stress issue at intervals the staff of Wrightsville Beach local department, North geographical area and created recommendations to alleviate the impact of stress factors on staff morale. All the seventy-eight staff members of the department were taken for study and information was collected in form. The scientist over that the leadership drawback, lack of trust, integrity, management etc. reduced the employee morale. He suggested effective communications, periodic analysis of the balance between management and leadership; continued leadership coaching, periodic mission statement review, sincerity, trust and full commitment in work and leadership etc. can alleviate the impact of stress factors on staff morale.

Kasal. (1990), conducted a study for her Doctor of Philosophy to search out the link between structure culture and staff morale. Structure culture was measured by victimization eleven dimensions and staff morale by five. Information was collected from half dozen corporations designated from three fields classified on the idea of technology utilized by them. The scientist over that structure culture had vital and positive impact on employee morale's

3. RESEARCH METHODOLOGY

3.1 Research Methodology

Research methodology is that the tool to grasp the study the matter within the scientific or technical approach. "Research methodology is that the exact procedures or techniques accustomed set up, select, process, and analyze info a couple of topic. Analysis Methodology is much to consistently solve the analysis drawback. it's a concept of action for an enquiry project and explains intimately however knowledge area unit collected and analyzed.

3.2 Research Design

The analysis style utilized in this study is Descriptive analysis. Descriptive analysis describes the information and characteristics of the population being studied. It discovered the blueprint for the gathering, measurement, and analysis of information. The analysis style is that the conducted structure among that analysis is shown. It's an idea that specifies the sources and kinds of data associated with the analysis drawback.

3.3 SAMPLE DESIGN

3.3.1 Sample size

The sample size taken for the main study is 114. The sample size arrives at 114 since it is convenience sampling.

3.3.2 Sampling technique

A convenient sampling method is implemented to collect the primary data. The respondents for the purpose of this study are selected systematically. Convenience sampling is a type of non-probability sampling, which doesn't contain a random selection of respondents. The opposite is probability sampling, where respondents are randomly selected and each has an equal chance of being chosen.

3.4 Source of data collection

3.4.1 Data collection

Data assortment could be a method of aggregation info from all the relevant sources to search out answers to the analysis downside, take a look at the hypothesis and measure the outcomes. information assortment ways are often divided into 2 categories: secondary ways of knowledge assortment and first ways of knowledge assortment.

The data collection method can be classified into two methods.

1. Primary
2. Secondary

Primary data

The primary data are those which are collected for the first time and this happens to be original. The primary data was collected through a structured questionnaire from the respondents of the Hinduja groups. In this study, the primary data is collected through a structured questionnaire.

Secondary data

The secondary knowledge are those that have already been collected by somebody else and that have already been saw applied mathematics method.

Secondary knowledge is also revealed or unpublished knowledge.

Trade profile, websites, articles, previous report were wide used as a support to primary knowledge.

3.4.2 Data collection method

Questionnaire method use in this research for collecting a data

3.4.3 Questionnaire design

The structured questionnaire was used to collect the data from the respondents who work in Hinduja groups close-ended questions were used to collect data

3.5 Statistical Tool

These area unit tools, that helps to research the collected knowledge. This analysis contains numerous approaches like comparisons, detecting, estimation etc.

I. Chi-square

3.6 Limitations of the study

- o Taking survey qualitative nature is not easy task.
- o Finding of the study was based upon limited respondents.
- o Since the study is the open ended, confidentiality information cannot be obtained.

4. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE

1. Rewards& employees morale

Hypothesis -1

H0: There is no significant impact of rewards and employees’ morale.

H1: There is significant impact of rewards and employees’ morale.

TABLE: Cross tabulation rewards and employee’s morale

Rewards* employee morale cross tabulation

Count

		Rewards				Total
		1.0	2.0	3.0	4.0	
Employees	1.0	16	17	5	0	38
Morale	2.0	13	45	10	0	68
	3.0	0	2	2	2	6
	4.0	0	0	0	2	2
Total		29	64	17	4	114

TABLE: chi-square test for rewards and employee’s morale

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.775 ^a	9	.000
Likelihood Ratio	37.787	9	.000
Linear-by-Linear Association	23.352	1	.000
N of Valid Cases	114		

10 cells (62.5%) have expected count less than 5. The minimum expected count is .07.

Result:

Tabulated value (T.V) = 16.91898

Calculated value (C.V) = 84.775

T.V < C.V Hence, H0 is rejected. So, there is significant different between the rewards and employee’s morale

2. Organization policy & Employees morale

Hypothesis -2

H0: There is no significant impact of Organization policy and employees’ morale.

H1: There is significant impact of rewards and employees’ morale.

TABLE: Cross tabulation Organization policy and employees’ morale.

Organization policy * employees’ morale cross tabulation

Count		Organization policy				Total
		1.0	2.0	3.0	4.0	
Employee	1.0	28	8	2	0	38
Morale	2.0	34	32	2	0	68
	3.0	0	2	4	0	6
	4.0	0	0	0	2	2
Total		62	42	8	2	114

TABLE: chi-square test for Organization policy and employees’ morale

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	156.787 ^a	9	.000
Likelihood Ratio	47.152	9	.000
Linear-by-Linear Association	29.544	1	.000
N of Valid Cases	114		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .04.

Result:

Tabulated value (T.V) = 16.91898

Calculated value (C.V) = 156.787

T.V < C.V Hence, H0 is rejected. So, there is significant different between the Organization policy and employee’s morale

5. FINDINGS FROM THE STUDY

1. There is a significant difference between rewards and employee morale
2. There is a significant difference between organization policy and employee’s morale.

6. CONCLUSION

It is hoped that this type of study and the suggestions contained therein will be useful for improving the level of morale. If the study could be useful to the policy makers and the management of business process outsourcing industries for making such an attempt, the researcher shall feel that he is amply rewarded.

This study aimed to analyze the effect of employees’ morale on hindhuja group ltd. The study has identified that morale of the employees in hindhuja group was in high level. All morale determinants were highly correlated with employees’ morale. The study findings show the communication, compensation, participation in management, teamwork, welfare facilities, organization policy, training, rewards, clarity of organization goals, advancement opportunities, working conditions and supervisory support are positively influencing the employees' morale and clarity of organization goals is little bit low compare to other determinant. From this study finding, this study concluded that employees’ morale positively effects the organizational.

The various determinants of the employees' morale contribute to overall organizational performance. As a result, the Hindhuja Group is performing admirably in every aspect of management's decisions.

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