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"Effect of Motivational Strategies of It Companies During COVID 19"

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ABSTRACT:

"The study followed the positivist paradigm which provided an objective reality against which claims were compared and truth was ascertained. In this descriptive study, the goal has been to discover the pattern of cause and effect, which can predict phenomenon. As a part of the descriptive research methodology, data collected has been subjected to the thinking process in terms of ordered reasoning. A quantitative research approach has been used to analyse the hypothesized relationships.Both people and originations, the global health crises has been a catastrophe of tragedy and misery. However, has a disproportionately greater impact on originations because it increases the pressure leaders and HR and Employees partners completely and take the intimately in the face of difficulty. As a result of the difficulty. As a result of the epidemic, HR partners and organisational leaders have been compelled to relearn and adopt to emerging types of leadership when engaging with there employees. Long term organisational flexibility and future stability will be provided by leaders who can foster trust, seize currently opportunities, avoid risks, and current opportunities, avoid risks, and originations growth."

Keywords: Covid19, IT companies, Motivational strategies, Work from Home

INTRODUCTION

"The global financial crisis has resulted in a wave of unprecedented challenges to the world's economic & political order. In a situation of turbulence, the one key factor that can make a difference, through foresight and dexterity, is Leadership. However, as this study was initiated and probe started, to gain conceptual clarity, the results are baffling. The search for the right definition has been age-old. According to Bass and Avolio (1997), a single specific definition of leadership is a very complex task as literature and studies on this topic are varied and there is no definition which is widely and universally accepted. Some definitions describe leadership as an act of influence, some as a process and yet others have looked at a person's trait qualities."

"Direction is a goal that forces an individual to perform an act to achieve it. A goal is chosen consciously or unconsciously by an individual. There are factors that influence a person in selecting the goal, including both internal and external factors, and the final goal is the best one chosen among potential alternatives. The intensity is the level of determination or effort put by an individual in the process of achieving the goal; how hard an individual has tried, and how much energy, time, money, or any other mental or physical things have been used during the process to achieve the goal. Persistence is the ability of an individual to maintain the motivation through times even though obstacles may exist (Robbins and Judge 2013)."

"It is not an exaggeration to say motivation is the core to being successful. A motivated person is likely to willingly put more effort into doing a task and a good result is within expectations. When goals are achieved, it drives a feeling of being satisfied and enjoyment for the employees and creates a positive "

"Information Technology essentially refers to the digital processing, storage and communication of information of all kinds. IT can be defined as computing and telecommunication technologies that provide automatic means of handling information. Information Technology has made information access at our disposal and discretion. It has revolutionized our daily lives through internet with possibilities of e-government measures. Today, whether it's booking a gas connection or paying taxes online or executing a fund transfer, it is just a few mouse clicks away."

"The Information Technology industry is one of the world's largest and fastest growing industries. IT is increasingly finding applications in all sectors of the economy and thus is accepted as a key enabler in development. "

OBJECTIVE OF THE STUDY

- To identify the various motivational strategies used during the pandemic.
- To assess the activities the offload the employees mental and stress.
- To examine the effectiveness various incentives used to reward the employees.

SCOPE OF THE STUDY

"This study further helps to know how leaders and their employees can create a motivating work context and how they might benefit from a shift from motivating to enabling Motivation. It also focuses on leadership styles and motivational strategies. To identify the various motivational strategies used during the pandemic. To assess the activities the offload the employees mental and stress. To examine the effectiveness various incentives used to reward the employees."

REVIEW OF LITERATURE

1. *International journal of information technology (2014)*

Motivation is the force within an individual employee that affects direction intensity and persistence of voluntary behaviour. Institutions have realized the important of the concept motivation in aligning human capital with management process.

2. *Chaudhary and Sharma (2012)*

Chaudhary and Sharma think that motivated employees are more productive than non motivated employees. If employee is satisfied and happy, then he/she will do his/her work in the best amazing manner. The result will be positive and will motivate other employees in office. In order to increase work effectiveness and performance.

3. *Baron (2009)*

Brought in the process element by defining motivation as 'the set of processes that arouse direct, and maintain human behavior toward attaining some goals". Motivation has some micro conception of some words; but there is a commonality in every definition like Efforts element which describes the density or drive.

4. *Williams (2009)*

Argued that motivation is "The set of forces that initiates, directs and makes people persist in their efforts to accomplish a goal.

5. *Osborn (2008)*

"Attributed motivation to internal factors, referring it to "forces within an individual that account for the level, direction, and persistence of effort expended at work".

6. *George & Jones (2008)*

"Pointed to the element of psychology by terming motivation as the sum total of "The psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort, and a person's level of persistence.

METHODOLOGY

This study is based on Primary and Secondary data which were gathered from Respondents which deals with the factors affecting IT employees during work from home. The study followed descriptive research is used to obtain the Employees behavior.

Sources of Data collection

Primary data

It is Conducted through questioner, online survey Which will be conducted through Google forms.

Secondary data

The secondary data is conducted through reference from Articles, Books, Newspapers.

Sampling Unit

The survey is conducted among 100 employees in IT sector who are currently working from home.

Sampling Method

"The study is based on the convenience sampling method. The most prevalent sort of non-probability sampling is convenience sampling, which gathers information from individuals who are 'convenient' for the researcher to reach."

Sample size.

"The survey is conducted among 100 employees in IT sector who are currently working from home."

Statistical Tools and Techniques

"The appropriate tools are be used for analysis. Performance analysis measures of ratio, Graphs, Chi-square, Case Processing Summary, One-Sample Statistics, Chart, Bars and table have been calculated from the obtained data. The Sharpe ratio measure applies the mechanism of the standard."

Type of research

'The study aims to analyze the criteria in which IT sector in India The research is a case study method where one case would be motivating to employees. The assessment would be made based on ratios and information. The details are presented in the plan of analysis."
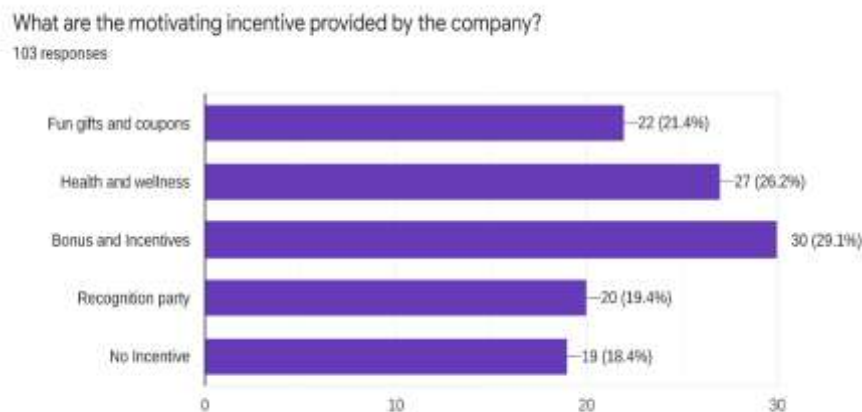
Analysis and Interpretation

1. **The motivating incentive provided by the company.**

MOTIVATING INCENTIVE	NUMBER OF RESPONDENTS	PERCENTAGE
Fun gifts and coupon	22	21.4
Health and wellness	27	26.2
Bonus and incentive	30	29.1
Recognition party	20	19.4
No incentive	19	18.4
Total	103	100

Analysis

The above table shows that 29.1% employees are getting Bonus and incentive, 26.2% employees are getting Health and wellness, 21.4% employees are getting Fun gifts and coupon, 19.4% employees are getting Recognition party as a motivating incentive and 18.4% employees are not getting any incentive in IT sector.

What are the motivating incentive provided by the company?
103 responses

Interpretation

The above bar chart shows that majority of employees are Bonus and incentive. It is a common Motivational incentive in all origination.

2. **The various kinds of rewards received by employees during work from Home work from Home.**
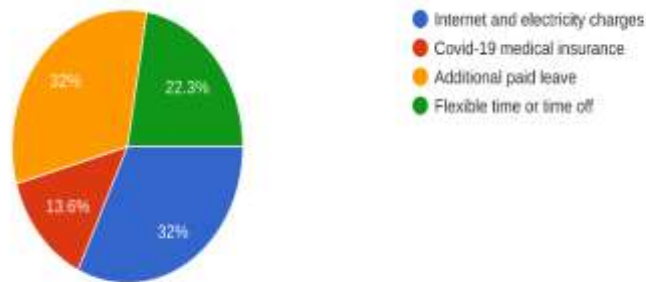
KINDS OF REWARDS	NUMBER OF RESPONDENTS	PERCENTAGE
Internet and Electricity charges	33	32
COVID-19 medical insurance	14	13.6
Additional paid leave	33	32

Flexible time or time off	23	22.3
Total	103	100

Analysis:

The above table shows that 32% employees are getting Internet and Electricity charges as a rewards, 32% employees are getting Additional paid leave, 22.3% employees are getting Flexible time or time off, 13.6% employees are getting COVID-19 medical insurance as a rewards in IT sector.

Interpretation

The above graph shows that majority of employees are getting Internet and electricity charges and COVID-19 medical insurance.

3.   **Table showing that the employees are satisfy with there welfare facilities provided by the company.**

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
Extremely satisfied	20	19.4
satisfied	43	41.7
Neutral	28	27.2
Dissatisfied	10	9.7
Extremely Dissatisfied	2	1.9
Total	103	100

Analysis

The above table shows that 41.7% employees are just satisfied with there welfare facilities provided by the company, 27.2% employees are neutral, 19.4% employees are Extremely satisfied, 9.7% employees are dissatisfied and 1.9% employees are extremely dissatisfied with there welfare facility provided by there company in IT sector.

4.   **The methods and techniques company has taken to offload employees mental and physical stress.**

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
Plan virtual happy hours and game nights	26	25.2
Virtual book club	32	31.1
Offer discounts on food delivery and take outs	31	30.1
Others	14	13.6
Total	103	100

Analysis:

The above table shows that 31.1% employees are selected virtual book club, 30.1% employees are offer discounts on food delivery and take outs, 25.2% employees are getting Plan virtual happy hours and game nights and 13.6% employees are selected other option.

5.   **The employee rating for overall motivational tools offered by there Company.**

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
Excellent	18	17.5
Very good	29	28.2
Good	33	32
Average	18	17.5
Poor	5	4.9
Total	103	100

Analysis

The above table shows that 32% employees are rated as a simply Good for overall motivation tools offered by there company, 28.2% employees are rated as very good, 17.5% employees are rated as excellent, 17.5% employees are rated as average and 4.9% employees are rated as poor in motivational tools offered by there company.

6.   **The employee Rating to there company company facility.**

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
Extremely satisfied	26	25.2
Satisfied	43	41.7
Neutral	25	24.3
Dissatisfied	6	5.8
Extremely dissatisfied	1	1
Total	103	100

Analysis :

The above table it is analysis that 41.7% employees are rated as just satisfied for by there company, 25.2% employees are rated that they are extremely satisfied, 24.3% employees are Neutral, 5.8% employees are rated as dissatisfied and 1% employees are rated as extremely dissatisfied by there company
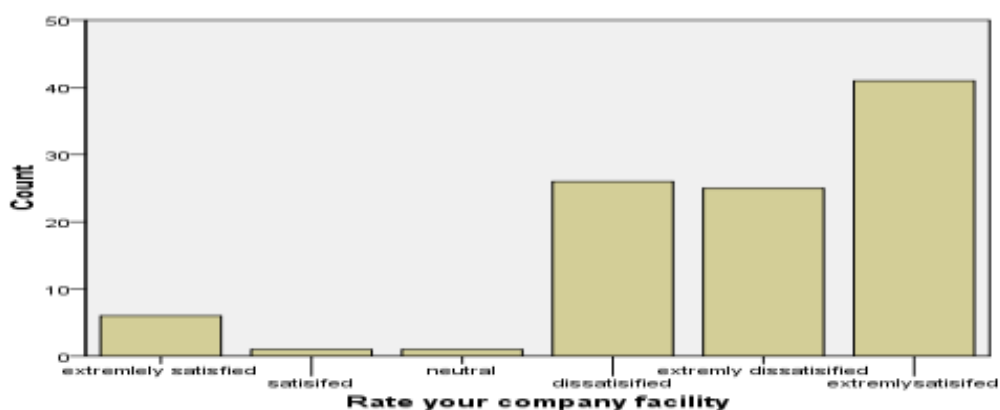
One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Rate your company facility	100	4.8600	1.32589	.13259

The employee Rating to there company company facility comparing with employee rating for overall motivational tools offered by there Company.

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Rate your company facility	36.655	99	.000	4.86000	4.5969	5.1231

Chi-square:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Rate your company facility * How do you rate overall motivational tools offered by your Company?	103	99.0%	1	1.0%	104	100.0%

Rate your company facility * How do you rate overall motivational tools offered by your Company? Crosstabulation
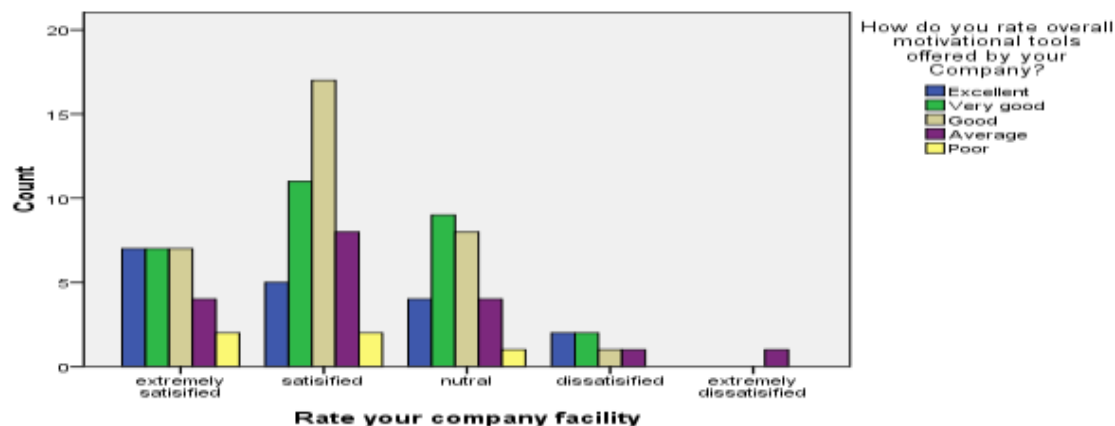Count

		How do you rate overall motivational tools offered by your Company?					Total
		Excellent	Very good	Good	Average	Poor	
Rate your company facility	extremely satisified	7	7	7	4	2	27
	satisified	5	11	17	8	2	43
	nutral	4	9	8	4	1	26
	dissatisified	2	2	1	1	0	6
	extremely dissatisified	0	0	0	1	0	1
Total		18	29	33	18	5	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.631a	16	.832
Likelihood Ratio	9.479	16	.892
Linear-by-Linear Association	.000	1	.998
N of Valid Cases	103		

1. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .05.

Bar Chart

Findings

It found that majority of employees are comfortable with the work from home facility, It found that majority of employees are not getting proper information from the origination. To complete a effective work, It is found that majority of employees gets breaks whenever they needed in a day during their work which provides them relaxation and refreshment, It is found that majority of employees are getting bonus and incentive and It is found that majority of employees are getting internet and electricity charges as a rewards. And it was most helpful in work from home. It is found that 31.1% employees are happy because their superior take the responsibility of managing the work flow of their team members. It is found that majority of employee's superior take part in the employees task in the organisation to help them in their work. It is found that majority of superiors has built interpersonal relationship with employee by inspiring and motivating the team members. It is found that majority of employees are getting online learning and development program for their career development. It is found that majority of employees get appreciation from managers and superiors very often for their work done in the organisation. It is found that majority of employees have received discounts and subscription like amazon prime, Netflix, e-gifts and coupons etc.as a digital reward which helped them in the pandemic and motivated them to do work from home is found that majority of employees are selected virtual book club and take outs as a technique to offload employees mental and physical stress. It is found that majority employees are making other activity like zoom cooking and banking. Apart from there workload.

Suggestions

"The company should give fun gifts and coupons as an motivating incentive to motivate the employees to work from their home atmosphere, The superiors or Leaders must take more responsibility for team members by helping them in resolving employees issues and disputes, The company should promote and celebrate the team events to build a better interpersonal relationship with team members. And the company should have a formal planning for their employees career. If the company meets the employees requirements it can help them in their career development .This motivates the employees to dedicate in their work and also developing in career. Employees should be appreciated by the managers and superiors very often which helps them in motivating and contributing more towards the work."

"Few companies have not provided with the basic facilities like desk, chairs, laptop, dongle, power back up to their employees. This may incur additional cost to the employees and as a result the employee can get motivated and losses interests towards their work. The company should conduct activities apart from their work load like zoom cooking or baking, craft nights etc. To reduce the burden and stress of employees."

Conclusion

"As many employees have learnt to balance their work life and personal life by allocating proper time for work. The company is also providing with various types of rewards and support to their employees to motivate them to dedicate towards the work. It is also found that the employees are able to work flexibly as the company is conducting various activities online apart from the work which helps in reducing and offloading the stress of employees. The employees are satisfied with the various kinds of new rewards received for work home. This brings the positive impact on the company and increase the company and employee's value and its goodwill. Along with the rewards the company is also meeting the requirements of employees and supporting them in their career development as well."

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