



A STUDY ON EMPLOYEES ENGAGEMENT AND MOTIVATIONAL STRATEGIES IN ZOHO

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ABSTRACT:

This study explores employee engagement and motivational strategies within Zoho Corporation, a leading global SaaS company known for its innovative workplace culture. The research aims to understand how Zoho fosters high levels of employee engagement and motivation through its unique organizational practices, internal policies, and cultural values. By analyzing qualitative and quantitative data gathered from employee surveys, interviews, and company reports, the study identifies key drivers of motivation such as autonomy, career development, recognition, and work-life balance. The findings highlight how Zoho's employee-centric approach contributes to productivity, retention, and overall organizational success. This study provides valuable insights for HR professionals and organizations seeking to enhance employee engagement through effective motivation strategies.

INTRODUCTION :

Zoho Corporation places a strong emphasis on employee engagement and motivation as key drivers of organizational success. By fostering a culture that prioritizes well-being, career growth, and innovation, the company ensures that employees remain productive and committed. Initiatives such as flexible work policies, in-house training, mentorship programs, and recognition systems create an inclusive and supportive work environment. Zoho also promotes work-life balance through wellness programs and remote work options, while encouraging creativity and open communication. This holistic approach empowers employees to grow professionally and contribute meaningfully, reinforcing Zoho's position as a people-centric and forward-thinking organization.

OBJECTIVES:

- To Assess the Current Level of Employee Engagement.
- To Analyse the Impact of Motivation on Employee Performance.
- To Understand the Relationship Between Employee Engagement and Organizational Success.
- To Identify Barriers to Employee Engagement and Motivation.

AREA OF THE STUDY:

A study is based on employees engagement and motivational strategies in used in zoho with reference to the employees of Zoho.

SOURCE OF DATA:

► PRIMARY DATA:

Primary data is a data which is collected from the employee of company Zoho.

► SECONDARY DATA:

Secondary data is a data which is collected from other sources like websites, etc...

1.5.3 SAMPLE DESIGN:

► SAMPLE UNIT:

The sample unit in this study is taken from the employees of Zoho.

► SAMPLE SIZE:

In this study the sample size is taken from 115 respondents from the employees of Zoho through questionnaires.

TOOLS FOR ANALYSIS:

The following tools will be used for data analysis:

Simple Percentage Analysis:

This tool calculates percentages to provide a straight forward comparison of different E-Commerce marketing strategies, like social media marketing, SEO, content marketing, email campaigns, etc.

Formula:

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

REVIEW OF LITERATURE:

Biron & Boon (2013) ; Caesen, Stinglhamber & Marmier (2014) , However, the company “fleas” often occur which results in decreased quality of the organization and hinders the vision and mission. The lack of individuals when they are not satisfied with the job they think fits the criteria is a factor in the number of turnover intentions.

Jeung (2011) ; Kim, Kolb, & Kim (2013) ; Mercurio, (2015) , Work Engagement is a widely discussed topic in the fields of organizational development, management, and industrial psychology, this cannot be separated from the complex management of Human Resources (HR).

Kim et al (2017) ; Sekhar, Patwardhan & Vyas (2017) , The changing times require HRD (Human Resource Development) practitioners to be able to contribute innovatively to improve the quality of individual work with various characters such as skills and levels of education in the organization.

Results and Discussion:**EMPLOYEES MOTIVATION AND ENGAGEMENT IN ZOHO**

Working Period	No. of. Respondents	Percentage
Less than 1 year	22	19.1 %
1–3 years	45	31.9 %
3–5 years	37	32.2 %
More than 5 years	11	9.6 %
Total	115	100 %

Interpretation:

The above table 4.5 shows that 32.2 % of respondents were working between 3 -5 years ; 31.9 % of respondents were working between 1 - 3 years ; 19.1 % of respondents were working for less than 1 year ; 9.6 % of respondents were working more than 5 years

.Most (32.2%) of the respondents were working between 3 – 5 years.

THE SATISFACTION LEVEL OF THE EMPLOYEE IN HIS CURRENT JOB ROLE

Job Satisfaction	No. of. Respondents	Percentage
Very Satisfied	19	16.5 %
Satisfied	48	41.7 %
Neutral	21	18.3 %
Unsatisfied	23	20 %
Very Unsatisfied	4	3.5 %
Total	115	100 %

Interpretation:

The above table 4.6 shows that 41.7 % of respondents were satisfied in their job role ; 20 % of respondents were unsatisfied in their job role ;18.3 % of respondents were neutrall satisfied in their job role ;16.5 % of respondents were very satisfied in their job role ; 3.5 % of respondents were very unsatisfied in their job role

Most (41.7%) of the respondents were satisfied in their job role.

FINDINGS :

1. 1.The Majority (67.8%) of the respondents were Male.
2. 2.Most (43.5%) of the respondents were at the age of 21 - 30.
3. 3.Most (40.9) respondents income was 25000 – 50000.
4. 4.Most (36.5%) of the respondents were at senior level position.
5. 5.Most (32.2%) of the respondents were working between 3 – 5 years.

SUGGESTION:

The company should improve its performance appraisal system to motivate employees and enhance their performance. Implementing non-financial plans, such as recognition and development opportunities, can also boost productivity. Additionally, fostering open communication and coordination between departments is crucial. Finally, appreciating employees' contributions with monetary rewards can go a long way in motivating them.

Conclusion:

The study concludes that how employees are feeling while doing the work in the organization, Work engagement plays a major role in achieving the task within time span or within the time that manager allotted. In every organization, if the employees are engaged with the work with full potential, then the organization would be in the major position. The work engagement may help the employees in career development, getting rewards and to foster their communication effectively. In this, employees should look for challenging work so that they will be motivated and helps them to improv their skills and they will feel that they can do more work

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