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A Study on Impact of Motivation of Employees at Sree Vaishnavi Industries, Madurai

Mohamed Habeebullah S, Dr. B. Meenakshi Sundaram

II MBA, Department of Management Studies, Mohamed Sathak Engineering College, Kilakkarai, Tamil Nadu, India

Associate Professor, Department of Management Studies, Mohamed Sathak Engineering College, Kilakkarai,

Tamil Nadu, India

ABSTRACT: The project titled "A Study on Impact of Motivation of Employees at Sree Vaishnavi Industries, Madurai" aims to identify the factors that motivate employees and examine organizational functions. Motivation plays a vital role in ensuring employee performance, as willingness to work is as important as ability. Managers are responsible for instilling the drive to work among their subordinates. This study focuses on employee motivation and its impact on retention. A descriptive research design was used, with data collected from 120 employees through simple random sampling and questionnaires. The data was analyzed using statistical tools and presented in tables and charts. The study helps identify strengths and weaknesses in employee performance and offers suggestions to boost motivation, retention, and overall confidence among employees.

KEYWORDS: Employee Motivation, Organizational Performance, Descriptive Research Design, Employee Retention, Questionnaire Survey, Simple Random Sampling, Statistical Analysis, Workplace Motivation Factors, Managerial Role in Motivation.

I. INTRODUCTION

Motivation is the internal drive that encourages individuals to achieve their goals and can be influenced by personal desires, rewards, or social factors. It is vital for productivity and performance. Employee motivation refers to the enthusiasm and commitment employees show toward their work, influenced by factors like rewards, recognition, and work environment. It includes intrinsic motivation (from personal satisfaction) and extrinsic motivation (from external rewards). A balance of both boosts long-term engagement and retention. Motivated employees contribute to higher productivity and lower turnover. Companies use various strategies such as career growth, recognition, and positive culture to enhance motivation. Understanding individual needs and aligning them with goals is key. In conclusion, employee motivation drives performance, satisfaction, and organizational success.

Statement of the Problem

Employee motivation greatly impacts productivity and job satisfaction, yet many companies struggle due to poor incentives, weak management, and limited growth opportunities. When employees feel undervalued and lack recognition, their engagement and performance decline. Over-reliance on financial rewards, while ignoring intrinsic motivators like autonomy and personal growth, leads to reduced loyalty. To address these issues, organizations must balance monetary and non-monetary incentives, foster a supportive culture, recognize contributions, and offer career advancement to retain talent and sustain long-term motivation.

Objectives of the Study

1. To analyze the impact of employee motivation on productivity and job performance.
2. To identify key factors that influence employee motivation in the workplace.
3. To evaluate the role of intrinsic and extrinsic motivation in employee engagement.
4. To assess how motivation strategies affect employee retention and job satisfaction.
5. To examine the relationship between motivation and employee engagement in day-to day operations.
6. To find gaps, if any, in the present motivation framework and gather employee feedback on improvement areas.
7. To recommend effective motivation techniques for improving organizational success.

Scope of the Study

1. The study is limited to employees working within Sree Vaishnavi Industries' operational areas (e.g., main office, factory, or plant locations).

2. The study focuses on employee motivation in corporate and organizational settings.
3. It examines motivation factors such as rewards, recognition, and work environment.
4. The research covers both intrinsic and extrinsic motivation influences.
5. The study provides insights into strategies that enhance motivation and performance.
6. The study provides insights that can inform HR strategy, employee policies, and productivity enhancement.

II. REVIEW OF LITERATURE

From the study done by Mr. Tanguturi Vamshi Krishna, Mrs. N Rajitha (2023), titled "A Study on Impact of Motivational Programs on Employee Performance", published in International Journal of Novel Research and Development (IJNRD), Vol (8), Issue (8), Page no :211 – 217.It was concluded that by nurturing a culture of motivation and appreciation, organizations can unlock their workforce's full potential, resulting in sustained growth and success.

From the study done by Mr. S. Kaileshwaran , Ms. A. Sugandhi (2024), titled "A Study on Employee Motivation and its Impact on Employee Performance", published in International Journal Of Research Publication and Reviews (IJRPR), Vol (5), Issue (6), Page no :1470 – 1476. It was concluded that fostering a motivated workforce is crucial for long-term organizational performance.

From the study done by Arkoprovo choudary, Asst. Prof. K. Hemavati pavitra (2023), titled "An Analytical Study on the Impact of Motivation of Employees Satisfaction", published in Journal of Emerging Technologies and Innovative Research (JETIR), Vol (10), Issue (5), Page no :692 – 699. It was concluded that a portion of the staff members are of the option that the organization does not adequately maintain the tools and equipment.

From the study done by Vaishali Tiwari, Dr. Daniel Pilli (2022), titled "A Study on Employee Motivation with reference to Gradious Technologies", published in International Journal Of Advances in Engineering and Management (IJAEM), Vol (4), Issue (10), Page no :642 – 651.It was concluded that the motivational program procedure in Gradious Technologie Private Ltd is found effective but not highly effective.

Industry Profile – World Scenario
The Global Oil Seals Market has seen rapid growth in recent years and is projected to expand significantly from 2022 to 2030. This report evaluates market trends, segments, and dynamics, including drivers, restraints, opportunities, and challenges. The COVID-19 pandemic impacted the Automotive Leaky Oil Seal market, causing shifts in size and growth forecasts. Regional analysis covers North America, Europe, and Asia, while major players include NOK Corporation, Timken, and SKF. The report also includes production volume, pricing trends, and manufacturer data from 2017 to 2028, offering insight into future opportunities and strategic planning within the global market.

National Scenario
India's oil and gas industry is experiencing strong growth, driven by increased investments in exploration and refining. As a key economic sector, it fuels demand for oil and gas seals used in drilling, processing, and transport. Major projects by firms like JBM and Torrent Gas boost this demand, with manufacturers like Max Spare Limited offering advanced, durable sealing solutions.

State Scenario
From 2020 to 2024, Tamil Nadu's rubber industry saw significant progress, expanding beyond traditional areas like Kanyakumari into regions such as Dindigul and Yercaud. In collaboration with TNAU, the Rubber Board launched pilot plantations to test viability. National rubber production rose, though demand exceeded supply, prompting imports. The government increased funding by 23% to boost planting and support smallholders. These initiatives aimed to achieve rubber self-sufficiency by 2047.

Future Outlook
India's rubber industry is set for steady growth through expanded cultivation, tech adoption, and government support. Rising demand from sectors like automotive and healthcare, especially EVs, will drive consumption. Policy support, sustainability efforts, and digital innovations are boosting production. However, climate change, price fluctuations, and global competition challenge progress, requiring improved productivity and reduced import dependency.

Company Brief Profile

Sree Vaishnavi Industry, ISO 9001-2008/TS 16949-2009 certified, was established in 1995 in Madurai by a woman entrepreneur. Operating under the brand "SPARK," it manufactures industrial and automobile moulds. The company focuses on automation, quality, global expansion, and sustainability. Its vision includes achieving 100% customer satisfaction and global recognition. Strengths include diverse product use, while threats include rising costs. Employee welfare includes insurance, bonuses, safety gear, and awards, along with quarterly family events to boost morale and engagement.

III. RESEARCH METHODOLOGY

Research is an art of scientific investigation. It is a movement from the known to unknown. It is a systematic method of finding solution to a problem. Search for knowledge through objective.

Research Design

A research design is a type of blueprint prepared on various types of blueprints available for the collection. Measurement and analysis of data. A research design calls for developing the most efficient plan of gathering the needed information. The research design calls for developing the most efficient plan of gathering the needed information. The research study applied here is purely descriptive.

Data Collection

The sources of primary and secondary data are used for the collection of information for the study. The data collection process follows the formulation for research design including the sample plan. The two types of data are,
1. Primary data.
2. Secondary Data.

Primary Data

The Primary data refers to fresh data collected from people by the researcher. Primary data are those which are collected fresh and for the first time data. The data is collected through questionnaire. The questionnaire was formulated keeping in mind the objectives of the research study.

Secondary Data

Secondary data refers to the information or facts already collected. When a secondary data is used, the researcher has to look into various sources from where the researcher can obtain data. This includes information from websites, journals, periodicals etc.

Research Approaches

Research approach is a plan and procedure that consists of the steps of brand assumptions to detailed method of data collection, analysis and interpretation. The research approach used in the study is the survey method.

Sample Design

In this research, simple random sampling method is used to select respondents to gather the necessary data. This is said to be the base of the research. The researcher selected 120 respondents randomly from the total population.

III. TOOLS FOR ANALYSIS

Analysis means extracting meaningful information from the data collected by analyzing the information statistically. The collected data were analyzed with
1. Simple Percentage Analysis
2. Chi – square
3. Correlation

Percentage Analysis

Percentage analysis was used to classify and summarize the demographic data and general response trends. It helps in identifying the proportion of respondents under different categories.

$$\text{Percentage} = \frac{\text{No.of Respondents in a Category}}{\text{Total No.of Respondents}} \times 100$$

Chi-Square Test

The Chi-Square Test was applied to examine the association between categorical variables. It is a non-parametric statistical test that determines whether there is a significant relationship between two attributes observed in the data.

$$\chi^2 = \frac{\sum (Oi - Ei)^2}{Ei^2}$$

Coefficient Correlation Analysis

Correlation analysis was used to assess the strength and direction of the relationship between two continuous variables—for instance, the relationship between training satisfaction and entrepreneurial income levels. A positive or negative correlation helps in understanding the linear association between variables.

$$r = \frac{n\left(\sum xy\right) - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left[n\sum x^2 - \left(\sum x\right)^2\right]\left[n\sum y^2 - \left(\sum y\right)^2\right]}}$$

Data Analysis and Interpretation

Data analysis involves systematically organizing and examining data to answer research questions, often using visual tools like tables and charts. Data, collected through various methods, is meaningless until analyzed. Analysis identifies patterns and insights through techniques like classification and comparison. Interpretation gives meaning to findings, aligns them with research goals, and generates insights for informed decision-making and future studies.

Table: 1 Age

Age	No. of Respondents	%
18-25	10	9
26-35	42	35
36-45	51	42
46-50	10	8
Above50	7	6
Total	**120**	**100**

It is interpreted that 42% of the respondents are in the 36-45 years of age group, 35% of the respondents are above 26-35 years of age group and 9% of the respondents are in the 18-25 years of age group.8% of the respondents are in the 46-50 years of age group. 6% of the respondents are above 50 years of age group.

Table: 2 Gender

Gender	No. of Respondents	%
Male	82	68
Female	38	32
Total	**120**	**100**

The above table shows gender classification that, 68% of the respondents are Male and 32 % of the respondents are Female.

Table: 3 Marital Status

Marital Status	No. of Respondents	%
Married	107	89
Unmarried	13	11
Total	**120**	**100**

The above table shows 89% of the respondents are married and 11% of the respondents are Unmarried.

Table: 4 Education Level

Education Level	No. of Respondents	%
10th	13	11
12th	54	45
UG	42	35
PG	11	9
Total	**120**	**100**

It was found that, 45% of the respondents are 12th qualified, 35% of the respondents are UG graduates, 11% of the respondents are qualified diploma 10th, 9% of the respondents are PG graduates.

Table: 5 Monthly Income

Monthly Income	No. of Respondents	%
10,000-20,000	8	7
20,001-30,000	52	43
30,001 -40,000	46	38
40,001 – 50,000	8	7
Above 50,000	6	5
Total	**120**	**100**

It was found that, 43% of the respondents earn 20,001 - 30,000, 38% earn 30,001 – 40,000 and 7% earn 10,000 – 20,000, 7% earn 40,001 – 50,000, 5% earn above 50,000 as monthly income.

Table: 6 Experiences

Experiences	No. of Respondents	%
1 to 5 years	32	27
6 to 10 years	60	50
11 to 15 years	18	15
Above 15 years	10	8
Total	**120**	**100**

It was found that, 50% of the respondents have 6-10 years, 27% of the respondents have 1-5 years, 15% of the respondents have 11-15 years, 8% of the respondents have above 15 years of experience.

Table:7 Value for Motivation

Value for Motivation	No. of Respondents	%
Innovation	13	11
Job Satisfaction	46	38
Teamwork	28	23
Integrity	23	19
Other	11	9
Total	**120**	**100**

It was found that, 38% of the respondents responded Job satisfaction, 23% of the respondents responded Teamwork, 19% of the respondents responded Integrity, 11% of the respondents responded Innovation,9% of the respondents responded Others as important value for employee motivation.

Table: 8 Satisfactions on Employee Acknowledgement

Employee Acknowledgement	No. of Respondents	%
Highly Satisfied	33	28
Satisfied	42	35
Neutral	19	16
Dissatisfied	16	13
Highly Dissatisfied	10	8
Total	**120**	**100**

It was found that 35% of the respondents are Satisfied, 28% of the respondents are Highly satisfied, 16% of the respondents are Neutral, 13% of the respondent are Dissatisfied and 8% of the respondents are highly dissatisfied with the satisfaction on employee acknowledgement,

Table: 9 Internal Reward Systems

Internal Reward System	No. of Respondents	%
Allowance	25	21
Fringe benefits	46	38
Bonus	24	20
Non-monetary benefits	18	15
All of the above	7	6
Total	**120**	**100**

Here, 38% of the respondents answered Fringe benefits, 21% answered Allowance, 20% answered Bonus, 15% answered non-monetary benefits,6% answered All of the above as the Internal Reward System for their motivation.

Table: 10 Role of Open Communication

Open Communication	No. of Respondents	%
Strongly Agree	38	32
Agree	41	34
Neutral	13	11
Disagree	17	14
Strongly Disagree	11	9
Total	**120**	**100**

It is interpreted that 34% of the respondents Agree, 32% Strongly Agree, 14% Disagree,11% Neutral and 9% Strongly Disagree that motivation has a role for open communication.

Table: 11 Work Involvements

Work Involvements	No. of Respondents	%
Strongly Agree	39	33
Agree	37	31
Neutral	17	14
Disagree	18	15
Strongly Disagree	9	7
Total	**120**	**100**

It is interpreted that that 33% of the respondents Strongly Agree, 31% Agree, 15% Disagree 14% Neutral and 7% Strongly Disagree that Work Involvement is enhanced through motivation.

Table: 12 Over Time Work

Over Time Work	No. of Respondents	%
Regularly	20	17
Occasionally	40	33
Rarely	20	17
Sometimes Often	25	21
Never	15	12
Total	**120**	**100**

It is interpreted that 33% of the respondents were motivated occasionally, 21% were motivated Sometimes often, 17% were motivated Regularly, 17% were motivated Rarely and 12% were motivated Never through Overtime work

Table: 13 Interpersonal Relationships

Interpersonal Relationship	No. of Respondents	%
Strongly Agree	36	30
Agree	32	28
Neutral	24	18
Disagree	18	16
Strongly Disagree	10	8
Total	**120**	**100**

It was interpreted that 30% of the respondents Strongly Agree, 28% Agree, 18% Neutral,16% of the Disagree and 8% Strongly Disagree that motivation developed interpersonal relationship.

Table: 14 Utilization of Skill

Utilization of Skills	No. of Respondents	%
18-25	10	9
26-35	42	35
36-45	51	42
46-50	10	8
Above50	7	6
Total	**120**	**100**

It was interpreted that 29% of the respondents Agree, 26% Strongly Agree, 20% Disagree,16% Neutral and 9% Strongly Disagree that motivation made them for complete utilization of skills.

Table: 15. Respect to Employees

Respect to Employees	No. of Respondents	%
Strongly Agree	40	33
Agree	31	26
Neutral	14	12
Disagree	24	20
Strongly Disagree	11	9
Total	**120**	**100**

The above table shows that 33% of the respondents Strongly Agree, 26% Agree, 20% Disagree,12% Neutral and 9% Strongly Disagree that motivation develops respect to employees.

Table: 16 Co-operations for Work

Co-operation for Work	No. of Respondents	%
Strongly Agree	35	29
Agree	36	30
Neutral	18	15
Disagree	20	17
Strongly Disagree	11	9
Total	**120**	**100**

It was interpreted that 30% of the respondents Agree, 29% Strongly Agree, 17% Disagree,15% Neutral and 9% Strongly Disagree cooperation for work is exhibited through motivation.

Table: 17 Unity in Work Place

Unity in Work Place	No. of Respondents	%
Strongly Agree	30	25
Agree	40	33
Neutral	14	12
Disagree	23	19
Strongly Disagree	13	11
Total	**120**	**100**

The above table shows that 33% of the respondents Agree, 25% strongly Agree, 19% Disagree, 12% Neutral and 11% Strongly Disagree that Unity in work place is enhanced by motivation.

Table: 18 Inspiring Vision

Inspiring Vision	No. of Respondents	%
Strongly Agree	32	27
Agree	36	29
Neutral	19	16
Disagree	20	17
Strongly Disagree	13	11
Total	**120**	**100**

It was interpreted that 29% of the respondents Agree, 27% Strongly Agree, 17% Disagree,16% Neutral and 11% Strongly Disagree that Inspiring vision is achieved through motivation.

Table: 19 Skill Developments

Skill Development	No. of Respondents	%
Strongly Agree	36	30
Agree	32	27
Neutral	17	14
Disagree	19	16
Strongly Disagree	16	13
Total	**120**	**100**

The above table shows that 30% of the respondents are Strongly Agree, 27% Agree, 16% Disagree,14% Neutral and 13% Strongly Disagree that skill Development is enhanced through motivation.

V. CHI–SQUARETEST

A chi-square test is a statistical test that is used to compare observed and expected results.

H0 (Null Hypothesis): There is no significant relationship between Gender and Satisfaction level on Respondents involvement of Work at company.

H1 (Alternative Hypothesis): There is significant relationship between Gender and Satisfaction level on Respondents involvement of Work at company.

Factor 1: Gender

Factor 2: Work involvement

Table 20: Observed Frequency

Gender	Work Involvement					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Male	27	25	12	12	6	82
Female	12	12	5	6	3	38
Total	39	37	17	18	9	120

Source: Primary Data

$$\text{Expected Frequency} = \frac{\text{Row Total x Coloum Total}}{\text{Grand Total}}$$

The Calculation is as follows

1. Row1 Total × Column1 Total / Grand Total   =   82×39/120   =   **26.65**
2. Row1 Total × Column2 Total / Grand Total   =   82×37/120   =   **25.2**
3. Row1 Total × Column3 Total / Grand   Total   =   82×17/120   =   **11.61**
4. Row1 Total × Column4 Total   / Grand Total   =   82×18/120   =   **12.3**
5. Row1 Total × Column5 Total / Grand Total   =   82×9/120   =   **6.15**
6. Row2 Total × Column1 Total / Grand Total   =   38×39/120   =   **12.35**
7. Row2 Total × Column2 Total / Grand Total   =   38×37/120   =   **11.72**
8. Row2 Total × Column3 Total / Grand Total   =   38×17/120   =   **5.38**
9. Row2 Total × Column4 Total / Grand Total   =   38×18/120   =   **5.7**
10. Row2 Total × Column5 Total / Grand Total   =   38×9/120   =   **2.85**

Table 21: Expected Frequency

Gender	Work Involvement					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Male	26.65	25.28	11.61	12.3	6.15	82
Female	12.35	11.72	5.38	5.7	2.85	38
Total	39	37	17	18	9	120

$$\chi^2 = \frac{\sum (0i - Ei)^2}{Ei^2}$$

Table 22: Expected Frequency

Observed frequency	Expected frequency	Oi–Ei	(Oi–Ei)²	(Oi–Ei)²/Ei
27	26.65	0.35	0.1225	0.0046
25	25.28	-0.28	0.0784	0.0031
12	11.61	0.39	0.1521	0.0131
12	12.3	-0.3	0.09	0.0073
6	6.13	-0.13	0.0169	0.0027
12	12.35	-0.35	0.1225	0.0099
12	11.71	0.29	0.0841	0.0071
5	5.38	-0.38	0.1444	0.0268
6	5.7	0.3	0.09	0.0158
3	2.85	0.15	0.2225	0.0780
			Total	**0.1684**

$$\sum[(Oi–Ei)^2/Ei] = 0.1684$$

Degrees of freedom = (No. of Rows – 1)(No. of Columns – 1) = (2-1) x (5-1) =4
At 5% level of significance the value is 9.488 Calculated value = 0.1684
Table value >Calculate value
H0isaccepted

Inference
Hence there is no significant relationship between Gender and Involvement of Work of respondents in the company.

Correlation
Coefficient of Correlation
Correlation coefficient is the statistical tools used to measures the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Table 23 Relationship between Age and Employee Acknowledgement

Age (X)	Employee Acknowledgement (Y)	X²	Y²	XY
10	33	100	1,089	330
42	42	1,764	1,764	1,764
51	19	2,601	361	969
10	16	100	256	160
7	10	49	100	70
∑X=120	**∑Y=120**	**∑X²=4,614**	**∑Y²=3,570**	**∑XY=3,293**

Source: Primary Data

Formula:

$$r = \frac{n(\Sigma xy) – (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 – (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}}$$

$$r = \frac{[5 \times (3293)] – [(120) \times (120)]}{\sqrt{[5(4614) – (120)^2][(5(3570) – (120)^2]}}$$

r =0.3776

Calculated value = **0.3776**

Inference

It is inferred that the correlation r = 0.3776 is positive, therefore there is significant relationship between Age and Employee Acknowledgement.

Suggestions

1. Offer more training programs, upskilling workshops, and career advancement paths to motivate employees to grow within the organization.
2. Implement regular employee recognition initiatives such as "Employee of the Month," appreciation emails, and reward systems. Public acknowledgment boosts morale and motivation.
3. Foster transparent and frequent communication between departments through regular inter-team meetings, internal newsletters, and feedback sessions.
4. Develop long-term engagement strategies like mentorship programs, team-building activities, and periodic one-on-one meetings to understand and address employee concerns.
5. Clearly communicate the company's mission and vision in a way that connects with employees' personal goals and values. Use regular town halls or vision-sharing sessions to reinforce this alignment.
6. Conduct skill audits and task reassignment to ensure employees are placed in roles that match their abilities and interests. Encouraging job rotation or cross-functional projects can also help.

VI. CONCLUSION

This study shows, employee motivation at Sri Vaishnavi Industry in Madurai. Well motivated employees are an asset to the organization and they write the success of organization and therefore, every organization should accord utmost attention to employees' motivation. A well motivate employee stays with the organization through its thick and thin. Motivation is essential for establishing an effective relationship between the employer and the employees.

The study on employee motivation show that proper motivation turns an employee into a loyal asset and helps in maintaining the retention rate. Even though employee's motivation doesn't directly influence organization's growth, it is like a necessary pre-condition because lack of motivation among the employees can have a detrimental effect on their performance.

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