

Influence of Academic Staff Motivation and Performances in Higher Education Institutions, A Study in Select Deemed to Be Universities in Andhra Pradesh Region.

Shaik Rahim Basha¹, Dr. R. Pardhasaradhi², Prof. N. Udaya Bhaskar³

¹Research Scholar, DCMS, Adikavi Nannaya University, Rajamahendravaram.

²Head of the Department, Department of Management Studies, SRI Y N College, Narsapur.

³Head & Chairman BOS, DCMS, Adikavi Nannaya University, Rajamahendravaram

Abstract

Institutions strive for market success and sustainable economic growth. Since 2001, India has experienced rapid expansion in its higher education professional institutions with a significant increase in higher educational institutions (HEIs) and a quadruple rise in registrations. Employee motivation is viewed as a driving force that drives workers toward achieving the organization's specific goals and objectives. This research aims to identify the factors influencing employee motivation in selected Deemed to be universities in Andhra Pradesh and determine the extent to which motivation impacts employee performance. The study employed a quantitative approach, utilizing interviews and questionnaires for data collection from 100 employees of Deemed to be universities. Regression analysis was applied to examine the effect of employee motivation on performance, considering four variables: Employee Motivation, Employee Performance, Employee Benefits, and Employee Effort. Employee performance and motivation are found to be significantly and favourably correlated, indicating that higher motivation results in better employee performance. The study found that both monetary and non-monetary advantages offered by the institutions were not well received by employees. Additionally, it discovered that workers did not see their compensation and benefits package as being competitive when compared to that of other institutions. The findings reveal a significant and positive correlation between motivation and employee performance, suggesting that increased motivation leads to improved employee performance. The study concluded that employees were highly dissatisfied with the organization's monetary benefits and non-monetary benefits. It also found that employees did not distinguish their pay and benefits package as competitive compared to other organizations. Furthermore, the research determined that salary & rewards have a significant positive relationship with both employee performance and motivation. Conversely, the study concludes that employee training effectiveness has a negative relationship with motivation.

Keywords: Employee Motivation, Employee Performance, Rewards, Employee Training Effectiveness, Higher Educational Institutions (HEIs), Deemed to be Universities

1. INTRODUCTION

Employee motivation largely determines how well employees and the organization perform. The perform-

ance of the organization and its employees is impacted by low motivation. Motivated workers are devoted, productive, and offer the company quality services. Employers should use a variety of incentives for good work and improved organizational performance to motivate their staff (Sevanson, 2011). Motivating individuals to work hard is the only way to make them like it. People today need to know why they are putting in so much effort. Every person in a company has a different source of motivation. To put it simply, "Employee motivation is a reflection of the level of energy, commitment, and creativity that workers bring to their jobs.

Getting things done through people is the responsibility of a manager in the workplace. The manager must be able to inspire staff in order to accomplish this. According to Tsai et al. (2007), workers who dedicate themselves to learning are happier in their positions and perform better overall. Harrison (2000) demonstrated that training-induced learning has a favourable impact on employee performance and is a crucial component in achieving organizational objectives, which is consistent with Tsai et al. (2007). The study demonstrates that while a variety of factors affect a company's performance, employee motivation is the primary one. Employee motivation will also improve the organization's performance (Saif ullah malik et al., 2012).

In any attempt where one feels achieved in conscious satisfaction according to Maslow's scale, an intrinsic reward is an intangible prize of acknowledgment or a sense of accomplishment motivation. It is the awareness that one performed something correctly or improved someone else's day. As a result, reward management programs—more especially, intrinsic rewards—have a favourable impact on employee motivation and, ultimately, both individual and organizational performance. According to Pool and Pool (2007) and Lok and Crawford (2004), there is an unavoidable connection between employee commitment and motivation and job happiness. Similarly, employees' job happiness and effort have a strong correlation, which supports Tsai et al. (2007)'s findings.

2. Literature review: Employee Motivation & Performances

Motivation is the central point in the process of learning. Scholars has given it various names such as "Heart of Learning" "Golden Road of Learning". "Main factor of Learning" etc. In Maslow's words (1943) "Motivation is constant, never-ending fluctuation and complex and is an almost universal characteristic of particularly every organic state of affairs.

Guilford (1957) defines motivation as "any particular internal factor or condition that tends to initiate and sustain activity Topic of motivation is more discussed in the subject of organizational behavior which contains a variety of models and theories relevant to motivation. Development and growth of employees is significantly focused. According to Maslow, Alderfer, McClelland, Hackman and Herzberg; the growth is most influential motivator for individuals that exploit the potential of employees. It is found that an undeniable link exists among employee motivation and their satisfaction with the jobs and also to organizational commitment (Basset-Jones and Lloyd, 2005; Chen et al., 2004). Employee motivation is most important element for all organization to attain achievement weather these are public or private (Chintallo & Mahadeo, 2013).

H1: Employee motivation has a significant and positive relationship with Employee performance.

Benefits (Salary and Rewards)

Meeting the basic necessities for him and the family in a regular and long-term basis is the primary aim of any individual working in an organization. Financial incentives in the form of wages, allowances, health insurance etc. are offered at the beginning of employment. (Kumar et al, 2013). It has been proven in

research, that these factors have a pivotal role in affecting the employee attitude towards his work (Rounok et al, 2011). Secondly, a good working culture and environment, job retention can be achieved through financial rewards. But the main issue is that which monetary factors influence the most and if any would do, which are those? Bonus and increment can be given to employee as per the performance although salary can be decided at the point of appointment. In a study it was found that rewards are essential to change the dissatisfaction of employees into satisfaction. It was concluded that when employees are satisfied then they will do task with more interest and will do work hard which will lead to good performance (Mehmod, 2013). A study was conducted in which it was found that employee's performance is directly influenced by salary & rewards. Because when salary and rewards are given to them they came to know about their performance and do more work hard to gain appreciation. (Edirisooriyaa, 2014).

H2: Salary and Rewards has a significant and positive relationship with employee performance.

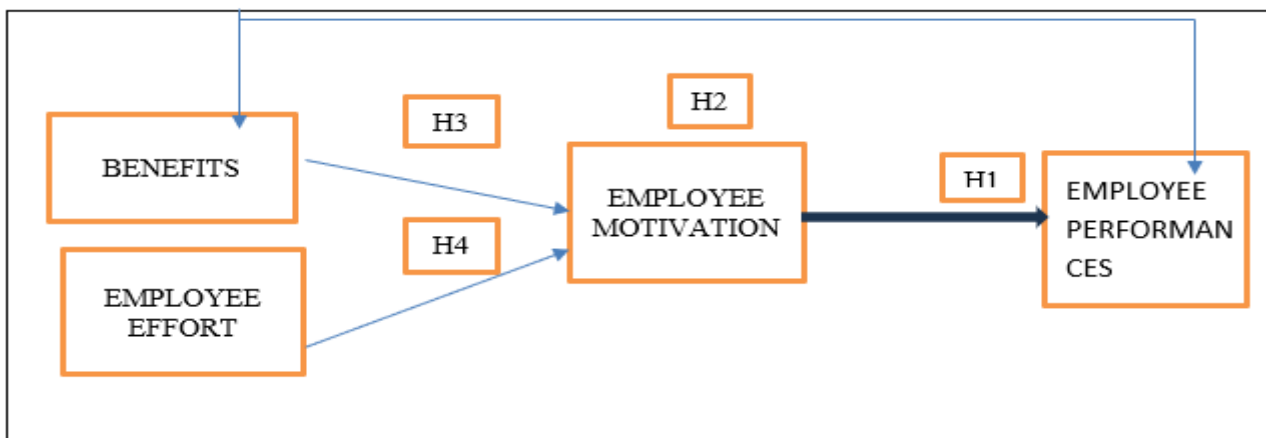
H3: Salary and Rewards has a significant and positive relationship with employee motivation.

Employee Effort

Employees must make an effort to grow and motivate themselves in order to accomplish the organization's goals successfully and efficiently. Employee performance, or how successfully an employee performs their jobs and duties, can be influenced by their level of effort. Moving from lower to higher levels of work values can result in an increase in work values. Metrics of performance, the calibre, volume, and effectiveness of an employee's work are indicators of their performance. Recognizing and rewarding employees can be made easier with the use of employee engagement technologies. Workplace Higher performance may result from employees feeling appreciated and supported in a favourable work environment. Objectives Employees can surpass expectations by establishing specific, attainable goals and using clear measures to monitor their progress. training and development Putting money into professional development and training can help workers perform better and realize their full potential. Employees benefit from recognition training in a number of ways, including: keeping them abreast of the rapidly evolving trends and environment of the dynamic, globalized world; reducing stress and frustration brought on by work overload or demands; enhancing their ability to manage their workload efficiently; and more Workers who believe they are less capable of completing the task will either quit or, if they remain, will not be as productive as they could be (Kanelopoulos and Akrivos, 2006). The bigger the disparity between a person's possessions and his needs, the more

H4: Employee Effort has a significant and positive relationship with employee motivation.

Research Model



3. Research Methodology

This research method is descriptive research which means Describing, Explaining some particular explanation. The descriptive research deals with the description of present situation rather than to give judgments and interpretation about present situation (Creswell, 1994). The current situation deals with the verifying the hypothesis that reflects the present situation.

3.1. Sample Data:

The population for present study is the employees of selected Deemed to be universities in Andhra Pradesh A sample of 100 respondents asked to take part in filling of questionnaire. The current study uses convenience sampling which is technique of non- probability sampling. Convenience sampling deals with obtaining and collecting information and data from the sample of the study or the unit in the study that are easily and conveniently available (Zikmund, 1997).

S.NO	VARIABLE	ITEMS
1	Employee motivation	Good physical working conditions are provided in the organization Visibility with top management is important to me I feel more motivated while participating in activities done here Every employee in our company has an equal opportunity to advance. The organization has given me the tools I need to do my work well. I am allowed to choose how I want to accomplish my work and am encouraged to contribute to my career.
2	Employee performance	I feel comfortable in my work and that makes me performed very well. Encouragement for creativity and innovation by universities leads me to better performance Appreciation on genuine efforts motivate me to do even better Acknowledgement on achievement enhances my performance
3	Benefits	Are there any benefits that the institute could offer which would make working here easier or more valuable I feel I am being paid a fair amount for the work I do My institution has favourable incentive plans to encourage employees to achieve the organization's objectives. Management funds the faculty in presenting papers in National & International seminars and conferences
4	Employee Effort	I involve myself in continuous self-learning programmes for student's career development I always update myself with new teaching technologies I try my absolute best in my duties I involve myself in continuous self-learning programmes for career development

3.2 Instruments and Measures: The current study addresses the survey instruments with two main goals in mind: The first is how many factors relate to the adoption of employee motivation. Second, it can be used to gather data about respondents with various attributes in order to comprehend the various variances.

There are two parts to the instruments survey. Various demographic and personal factors are included in Section 1. Information about the respondent's gender, age, income, experiences, and education will be gathered in this area. Section 2 In the present investigation, Section 2 is crucial. Employee motivation, performance, benefits, and Effort are variables. This study portion was created using previously used questionnaires and previous research. The study scale was chosen based on existing research and earlier literature. With six items, employee motivation was the study's initial variable. Three items make up the next variable, which is employee performance. Benefits and Effort were the next variable,

3.3 Target Population

Employees from Select Deemed to be universities in Andhra Pradesh with varying titles and levels of expertise were selected as the study's target population. 100 Respondents were selected and given the questionnaire. Their responses were gathered as primary information. These data were then examined to gain a general understanding of how motivation and performances affect various stages. Following collection, the filled-out surveys were categorized and added to an SPSS spreadsheet for additional examination.

3.4 Reliability Analysis

Overall Cronbach's alpha of Employee Motivation questionnaire items is 0.821. This shows that all the 17 items are reliable and valid to measure the opinions of employees towards Employee Motivation. Table Reliability of Measurement Instrument

S, NO	Variables	Items	Cronbach's Alpha
1	Employee motivation	6	0.759
2	Employee performance	3	0.833
3	Benefits	4	0.819
4	Employee Effort	4	0.739

4. Results and Analysis.

4.1. Profile of the Respondents

Personal and demographic information of the respondents is presented in the following table.

VARIABLE	CATEGORY	FREQUENCY	PERCENTAGE
GENDER	MALE	62	62%
	FEMALE	38	38%
AGE	25-30	18	18%
	31-40	42	42%
	40-45	26	26%
	ABOVE 45	14	14%
INCOME	35,000- 50000	8	8%
	51,000 - 75000	46	46%
	76,000 -1,00,000	38	38%
	1,00,000 and above	8	8%
EDUCATION	PG	12	12%
	PERSUING PH. D	36	36%

	PH. D	52	52%
EXPERINCES	0-3	7	7%
	4-6	23	23%
	7-10	52	52%
	10 ABOVE	18	18%
DESIGNATION	PROFESSOR	11	11%
	ASSOC PROFESSOR	23	23%
	ASST PROFESSOR	66	66%

4.1 Hypothesis Testing

This section of the study finally tests the model after satisfying the requirements of reliability and validity. The casual relationships of the independent variable are measured on dependent variables.

4.1.1 Employee motivation and Employee performance

The regression results of the study confirm the significant positive relationship between Employee motivation and Employee performance with (Beta=0.353) and ($p < 0.01$). According to these results, Employee motivation is .35% more than Employee performance. The result of the study support H1.

4.1.2 Benefits and Employee performance

Regression analysis of the employee motivation model shows that there is a significant positive relationship with (Beta=0.197) and ($p < 0.01$). The results suggest that salary & rewards are almost .19% more than Employee performance. The result of the study support H2.

4.1.3 Benefits and Employee motivation

According to the result of the study, the variable salary and rewards as a significant positive relationship with Employee motivation. Specifically, this variable has a significant positive relationship with (Beta=0.330) and ($p < 0.01$). That means the salary and rewards more than .50% to Employee motivation. Results of the current study validate the H3.

4.1.4 Employee Effort and Employee motivation

The regression results of the study confirm the negative relationship between Employee Effort and Employee motivation with (Beta=-0.003) and ($p < 0.01$). According to these results, Employee effort contributes more than. 3% to Employee motivation. This result of study does not validate H4.

Hypothesis	Model Variables	Estimate	S. E	C.R	P	RESULTS
H1	EM \longrightarrow EP	0.353	0.040	4.703	0.000	SUPPORTED
H2	Benefits \longrightarrow EP	0.192	0.041	2.621	0.010	SUPPORTED
H3	Benefits \longrightarrow EM	0.330	0.086	3.917	0.000	SUPPORTED
H 4	Effort \longrightarrow EM	0.003	0.092	0.030	0.971	NOT SUPPORTED

Conclusion:

This study aims to examine the relationship between employee performance and motivation as well as the relationship between, Employee motivation and performance are correlated with salary and rewards, and employee effort is correlated with employee motivation. The data and findings will give college

management more knowledge to help them build plans for more effective management, which will raise employee quality. Employee motivation, performance, salary and awards, and effort standards may all benefit from the empirical findings that the college administration will have. Programs and strategic plans pertaining to the variables in question will be designed using these facts as a foundation. The study also high lightened some of the most important factors that serve as a real drive for employees to be motivated. Thus, motivated employees are more likely to increase their productivity during service providing. The empirical findings suggest that the college management need to be careful about factors that affect the motivation of their employees. From the obtained results, salary of workers, professional advancement and opportunity for promotion appear to be the most important factors of motivation.

References

1. Ali, A.Y., Dahie, A.M. and Ali, A.A., 2016. Teacher motivation and school performance, the mediatingeffect of job satisfaction: Survey from Secondary schools in Mogadishu. *International Journal of Education and Social Science*, 3(1), pp.24-3. Banfield P, Rebecca K (2012) *Introduction to Human Resources Management*. (2ndedn.) Oxford University Press, UK.
2. Bowra, Z. A., Sharif, B., Saeed, A., &Niazi, M. K. (2012). Impact of human resource practices on employee perceived performance in banking sector of Pakistan. *African Journal of Business Management*,6(1), 323-332.
3. Chintaloo, S. & Mahadeo, J. D. (2013). Effect of motivation on employees' work performance at Ireland Blyth Limited. *Proceedings of 8th Annual London Business Research Conference Imperial College, London, UK, 8 - 9 July, 2013*,
4. Drucker P (2006) *The Practice of Management*. (Reissue ed) Harper Business.
5. Dessler G (2013) *Human Resources Management*. (13thedn.) Pearson Ltd.
6. Dimensions of training effectiveness", *Journal of European Industrial Training*, Vol. 29 No. 8, pp. 604- 6. Chintaloo, S & Mahadeo, J. (2013).
7. Effect of Motivation on. Employees' Work Performance at Ireland Blyth Limited: *Proceedings of 8th Annual London Business Research Conference Imperial College, London, 8 ISBN: 978-1-922069-28-3*.
8. Hall, Tracy and others (2007) “. Motivating Developer Performance to Improve Project out comes in a High Maturity Organization.” *Journal of Soft Ware Quality* 15: 365-381
9. Kalim, U. K., Syed, U.F., Muahmmad, I. U., (2010). “The Relationship between Rewards and Employee
10. Kanelopoulos, C., & Akrivos, C. (2006"Career development in Greek management") "Spoudai".
11. Kumar, U. (2013). *Organizational climate and role efficacy as predictors of managerial effectiveness* (Unpublished Ph. D thesis), Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee - 247667, India.
12. Motivation in Commercial Banks of Pakistan”, *Research Journal of International Studies*, 14 (37).
13. Mullins JL (2002) *Management and organizational behavior*. (6thedn.) Prentice Hall.
14. Salkind JN (2006) *Exploring Research*. (6thedn.) Pearson Publication. Citation: Ismajli
15. Tsai, P., Yen, C.Y., Huang, L. and Huang, I. (2007), “A study on motivating employee's learning commitment in the post-downsizing era: job satisfaction perspective”, *Journal of World Business*, Vol. 42 No. 2, pp. 157-69.
16. Waruni Ayesha Edirisooriya.The Impact of Reward on Employee Performance: with Special

Reference to Electric March 2018