



CERTIFICATE

This is to certify the project work entitled
“IMPACT OF SELF MOTIVATION ON JOB PERFORMANCE”

Is done by

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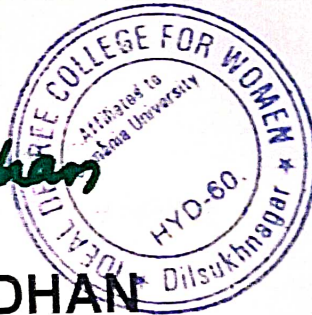
As a part of their Curriculum in the Department of Commerce

IDEAL DEGREE COLLEGE FOR WOMENS

HYDERABAD – 500007

This work has been carried out under my guidance

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DECLARATION

I here by declare that the project entitled "IMPACT OF SELF MOTIVATION ON JOB PERFORMANCE" is an original work done by me and has been submitted to the Department of Commerce, Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

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ABSTRACT

Employees were considered just another input into the production of goods and services. What perhaps changed this way of thinking about employees was research, referred to as the Hawthorne Studies, conducted by Elton Mayo from 1924 to 1932 (Dickson, 1973). This study found employees are not motivated solely by money and employee behavior is linked to their attitudes (Dickson, 1973). The Hawthorne Studies began the human relations approach to management, whereby the needs and motivation of employees become the primary focus of managers (Bedeian, 1993).

Understanding what motivated employees and how they were motivated was the focus of many researchers following the publication of the Hawthorne Study results (Terpstra, 1979). Five major approaches that have led to our understanding of motivation are Maslow's need-hierarchy theory, Herzberg's two-factor theory, Vroom's expectancy theory, Adams' equity theory, and Skinner's reinforcement theory.

According to Maslow, employees have five levels of needs (Maslow, 1943): physiological, safety, social, ego, and self-actualizing. Maslow argued that lower level needs had to be satisfied before the next higher level need would motivate employees. Herzberg's work categorized motivation into two factors: motivators and hygienes (Herzberg, Mausner, & Snyderman, 1959). Motivator or intrinsic factors, such as achievement and recognition, produce job satisfaction. Hygiene or extrinsic factors, such as pay and job security, produce job dissatisfaction.

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CONCLUSIONS

From the study conducted, the following conclusions can be made

The main resource of TATA, Human Resource is not used to the extent it should be.

TATA is having a good blend of executives who are able to motivate the employees in achieving the Organizational goals.

But.....

There is no simple answer to the question of how to motivate people. Can money motivate? Yes, but money alone is not enough, though it does help. We have discussed some of the pertinent theories bearing on human motivation and this is balanced by some of the practical factors which can lead to excellence. Human resource remains the focal point and leadership the critical component, and motivation has to be 'tailored' to each individual.