



RESEARCH ARTICLE

IMPACT OF MOTIVATION AND TEAMWORK WITH RESPECT TO EXPORT IMPORT BUSINESS, EDUCATIONAL INSTITUTE, BIOTECH COMPANY AND E-COMMERCE BUSINESS.

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Abstract

Motivation and teamwork in an organization play an important role which affects the performance of the employees. Motivation includes different factors i.e. monetary, non-monetary incentives, appraisal, getting known to others in the organization, etc. Employees get motivated working in a teamwork which also acts as a motivational factor. Teamwork is something which makes or breaks the employee's morale i.e. if the non-performing or the member who is below the standard, works with members who are working hard in the team, that employee will be interested in learning and will be motivated to work according to other members of the group. To analyze the motivation and satisfaction of working as a team member, the research is done in 4 different organization i.e. Export-Import business, Educational Institute, Bio-Tech company, and an E-commerce business. The employees working in the different organization have different factor affecting their motivation. The analysis is done with the help of ranking system where the ranking is given as per the questionnaire. Further, the analysis is done by graphical representation method where a different type of ranking system is used. The research findings suggests that different companies have different factors affecting the motivation of their employees. Factors such as incentives award, promotion, and people recognizing them are common among companies studied here, that greatly motivates their employees.

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Introduction:-

Organization is an entity which has multiple of people working in it. It has employees working according to the hierarchies i.e., top level management, middle-level management and lower level management. All the management levels have people working there and have a different task to be performed. Any employees working in any organization have their own motive for joining an organization. Thus to accomplish his/her personal goals the employees work indirectly in the accomplishment of the goals of the organization. Most of the time this happens to make the employee work harder or perform well.

Motivation plays a very important role in an organization not just to motivate their employees to perform better but to increase the standard put by an organization for its employees. It works as a catalyst to improve the performance and raise the standard for the achievement of the organization mission. In current scenarios, the organization considers employees as very important assets as they have to perform several tasks according to their

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skills and level of management. Thus, to accomplish the setup goals, the employees need to be highly motivated which create a very positive environment and helps the organization in smooth working. The motivation in the organization is provided in context to the psychological factors stimulating the people's behavior i.e., desire for money, success, reorganization, jobsatisfaction, teamwork, etc. This is included in the Maslow's Need Hierarchy model which is Physiological needs, Security needs, Social needs, Esteem needs and Self-actualization needs. In any organization nowadays, the better effective factor is the incentives provided on completion of the target which motivates all employees

While working individually, the employees realize their own skills and develop it accordingly. But in an organization, mainly the task given is in groups or team which is analyzed accordingly. Working in a group or team is like gaining extra skills from others while developing the skills that they already possess. On the other hand, working in a team have two aspect i.e., positive and negative. Positive is when the employee gets to learn other member's skills, but the negative aspect is sometimes the hard worker in the team keeps on performing where the lazy will perform below the standard which reduces teams target.

Export-import business mainly deals in the goods which can be exported or imported from one country to other as per the needs and requirement. Here the organization which we have selected is "Bang Polypacks" which deals in the manufacturing and export of the poly bags of different sizes as per the need of their consumer. As they deal with the sales activity the motivation can be related to the team members and the incentives provided to them.

Educational institutes are institutes which provide different education regarding the specialization they are dealing with. Here the educational institute that we have selected is "D.Y.Patil University School of Management" which is a management college. The employees here are the faculty members who are teaching in the institute and the motivation provided to them can be the non-monetary.

E-commerce business the virtual business which has most of the work done online with the use of internet portal. The E-commerce business that we have selected is "Shruti Creation" which deals in women ethnic wears and accessories. They have sales and support team and the motivation for the sales team in the incentives provided on the completion of the target and to the support team will be the maximum satisfaction of the customer which is analyzed by the mails done by the satisfied customer on their queries.

Bio-tech Company is an entity which deals in the biotech and pharmaceutical products i.e., more or less health related products. The organization selected here is "Panacea" which is an Indian research-based pharmaceutical and health management company involved in research, manufacturing, and marketing of pharmaceutical formulations, vaccines, and natural products. They have the teams involved in the manufacturing of the product as well as the sales team which mainly focus on the sale of the product manufactured there and the motivation to the sales team will be the incentives for the completion of the monthly targets.

Literature Review:-

Panagiotakopoulos (2013) concluded that motivational factors that are affecting employees' motivation at a period where the financial rewards are kept to the least lead to stimulate employee performance. So, it became the management personnel's responsibility to motivate their employees to work as per the expected result to enhance the organization's performance. Similarly, Dysvik and Kuvaas (2010) concluded that intrinsic motivation was the strongest predictor of improvement in the performance of the employees in the organization and helps in the achievement of the mastery goals and maintain a good relationship in the different level of management. The only thing organization needs to do is to give employees with ample resources and platform to do. As per Kuo (2013), a successful organization must combine the strength with the motivational factor in a way that is according to the external environmental change and increases the organizational values. From an organization perspective managers need to understand the flow of motivation.

According to Armstrong and Stephens (2008), organizations are open systems which transform employees' inputs into the best outcomes according to the desired goals and are continually dependent on and influenced by their environments. Basic issues faced by organizations are those relating to structure, hierarchy, relationships, and interdependence. The socio-technical model developed by the researchers at the Tavistock Institute led to the development of basic open systems theory which states that in any organizational system, technical or task aspects are interrelated with the human or social aspects, focusing on the relationships between the technical processes of

transformation within the organization as well as the organization of teamwork groups and the management structure of the organization (Lewin, 1951).

In today's world, the use of team and teamwork is expanding more than ever and is dramatically responsive towards competitive challenges. According to a survey almost about 82 percent of the companies with 100 or more employees have reported to use teams for competitive tasks as per the challenging environment (Gordon, 1992). It cannot be denied that teamwork has always played a key role towards staff development and motivation as well (Beal, 2003) and businesses and organizations have always benefited themselves from successfully motivating people working in teams. The main focus of this paper is to present the factors motivating employees to work as a team member. Teamwork has always been a part of the organizational structure however some countries adopted it sooner and some are relatively new to this phenomenon.

Research Objective:-

- To study the different motivational aspects in an organization
- To study the individual's behavior as a team member
- To study the satisfaction of employee being a part of an organization
- To study the internal working environment of an organization

Research Methodology:-

The methods used were ranking system and the graphical representation.

The ranking system used to give the ranking to the solved questionnaire of the employee to analyze how much the employee is motivated and satisfied in working in a team. The questionnaire was set of 20 different questions related to the motivation and teamwork affecting the employee's performance in the organization with 5 options i.e., A- Greatly Reduce the motivation, B- tends to reduce the motivation, C- does not have any impact, D- Tends to increase the motivation and last E- highly motivates and the ranking is A=1, B=2, C=3, D=4 and E=5 which totally makes 100 considering all the 20 questions. The questionnaire is analyzed as per the ranks out of 100 and their sum and average are generated for all the 4 organizations. The first organization is the export-import business which has a total of 28 employees, the educational organization that has 30 employees, the E-commerce business that has 23 employees and then Bio-Tech Company with 4 employees.

For the graphical representation of the data collected each and every employee is analyzed question wise as for whether the working condition motivates the employee or not and if it does, then how many employees get motivated through it. For which the percentage of every question is solved with reference to all 4 companies separately and then finally the data is converted and represented in the graphical view for better understanding.

Data analysis:-

Ranking System:-

Companies	Average ranking
Company 1	80.434
Company 2	82.142
Company 3	71.3
Company 4	75

Table No 1:-

Graphical system Analysis:-

Sr No	E-commerce Business					Educational Institute					Bio-Tech Company					Export-Import Business				
Q.No	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E
1	8.6 95	4.3 47	17. 39	56. 52	13. 04	23. 33	10 3	13. 33	30 3	23. 33	0	2 5	2 5	2 5	2 5	0	3.5 71	25	32. 14	39. 28
2	0	9.0 9	13. 63	54. 54	22. 72	10. 34	17. 24	17. 24	31. 03	24. 13	0	0	2 5	7 5	0	0	10. 71	14. 28	35. 71	39. 28
3	0	8.6 95	17. 39	34. 78	39. 13	3.3 33	10	20	26. 66	40	2 5	2 5	0	2 5	2 5	3. 57	7.1 42	0	25	64. 28

			1	2					7						1				5	
4	0	0	0	17. 39 1	82. 60 8	10	3.3 33	13. 33 3	20	53. 33 3	0	2 5	2 5	2 5	2 5	0	3.5 71	3.5 71	21. 42 8	71. 42 8
5	4.3 47	0	0	34. 78 2	60. 86 9	3.3 33	6.6 67	20	43. 33 3	26. 66 7	0	2 5	2 5	2 5	2 5	0	10. 71 4	17. 85 7	28. 57 1	42. 85 7
6	0	4.3 47	13. 04 3	34. 78 2	47. 82 6	7.4 07	7.4 07	29. 62 9	33. 33 3	22. 22 2	0	0	2 5	2 5	5 0	0	3.5 71	17. 85 7	21. 42 8	57. 14 2
7	0	4.5 45	13. 63 6	40. 90 9	40. 90 9	3.3 33	6.6 67	43. 33 3	20	26. 66 7	0	0	5 0	2 5	2 5	3. 57 1	3.5 71	7.1 42	25	60. 71 4
8	4.3 47	4.3 47	17. 39 1	39. 13	34. 78 2	3.3 33	16. 66 7	23. 33 3	43. 33 3	13. 33 3	0	2 5	5 0	2 5	0	3. 57 1	7.1 42	32. 14 2	25	32. 14 2
9	8.6 95	0	4.3 47	39. 13	47. 82 6	3.3 33	10	26. 66 7	43. 33 3	16. 66 7	0	2 5	0	2 5	5 0	0	3.5 71	10. 71 4	35. 71 4	50
10	9.0 9	4.5 45	31. 81 8	18. 18 1	36. 36 3	13. 33 3	10	36. 66 7	26. 66 7	13. 33 3	0	0	5 0	5 0	0	0	11. 11 1	40. 74	22. 22 2	25. 92 5
11	4.3 47	0	13. 04 3	52. 17 3	30. 43 4	16. 66 7	3.3 33	23. 33 3	50	6.6 67	2 5	0	0	7 5	0	0	7.1 42	10. 71 4	42. 85 7	39. 28 5
12	13. 04 3	0	8.6 95	43. 47 8	34. 78 2	3.3 33	10	10	40	36. 66 7	0	0	0	5 0	5 0	3. 57 1	0	10. 71 4	50	35. 71 4
13	0	0	26. 08 6	39. 13	34. 78 2	0	10	16. 66 7	50	23. 33 3	0	0	2 5	7 5	0	3. 57 1	3.5 71	14. 28 5	46. 42 8	32. 14 2
14	4.3 47	4.3 47	17. 39 1	47. 82 6	26. 08 6	3.4 48	3.4 48	31. 03 4	34. 48 2	27. 58 6	0	0	2 5	2 5	5 0	0	7.1 42	21. 42 8	35. 71 4	35. 71 4
15	4.3 47	4.3 47	30. 43 7	30. 43 7	30. 43 7	6.8 96	3.4 48	17. 24 1	31. 03 4	41. 37 9	0	0	2 5	2 5	5 0	3. 57 1	3.5 71	25	21. 42 8	46. 42 8
16	4.3 47	0	13. 04 3	52. 17 3	30. 43 4	6.8 96	6.8 96	10. 34 4	51. 72 4	24. 13 7	0	0	5 0	5 0	0	3. 57 1	3.5 71	28. 57 1	28. 57 1	35. 71 4
17	9.0 9	13. 63 6	18. 18 1	45. 45 4	13. 63 6	3.4 48	10. 34 4	48. 27 5	31. 03 4	6.8 96	0	2 5	5 0	2 5	0	0	10. 71 4	35. 71 4	17. 85 7	35. 71 4
18	0	0	13. 04 3	47. 82 6	39. 13	6.8 96	6.8 96	20. 68 9	48. 27 5	17. 24 1	0	0	0	7 5	2 5	3. 57 1	0	21. 42 8	42. 85 7	32. 14 2
19	8.6 95	0	17. 39 1	39. 13	34. 78 2	6.6 67	6.6 67	23. 33 3	36. 66 7	26. 66 6	0	0	0	5 0	5 0	0	0	14. 28 5	32. 14 2	53. 57 1
20	0	4.3 47	21. 73 9	47. 82 6	26. 08 6	13. 79 3	3.4 48	34. 48 2	27. 58 6	20. 68 9	0	0	2 5	5 0	2 5	0	0	25	17. 85 7	57. 14 2

Table No: - 2 (in percentage)

Research Finding:-

In E-commerce business, incentives award, promotion, monetary incentives, job security, working in a team, workings as a leader and people recognizing them in the organization greatly increases their motivation to work. Also the working environment, top level management, appreciation letters, working individually, team members or colleagues, Incentives and other benefits, support from other staff in the organization, consideration of employee suggestion, motive/objective of their organization, non-monetary incentives, salary and job, training and development programs and communication system in their organization tends to increase the motivation of employees to work.

In Educational institute, work incentives award, promotion, appreciation letters and people recognizing an employee in the organization greatly increases their motivation to work. Factors working environment, top level management, monetary incentives, working individually, working in a team, team members or colleagues, Incentives and other benefits, support from other staff, consideration of employee suggestion while making any decision, motive/objective of their organization, salary and job and training and development programs in the organization tends to increase the motivation of employees too. Factors like job securities, workings as a leader, non-monetary incentives and communication systems in the organization had no effect on the motivation of employees to work.

In Bio-tech Company, the number of employees is 4 only which means the data collected cannot be considered sufficient for the findings. Thus the data of Biotech Company cannot be concluded.

In Export- Import Business, the working environment, top level management, incentives award, promotion, appreciation letters, monetary incentives, job securities, working individually, working in a team, consideration of employee suggestion while making any decision, people recognizing employee in the organization, motive/objective of their organization, non-monetary incentives, training and development programs and communication systems in the organization greatly increases the motivation of employees to work. Team members or colleagues, incentives, and other benefits, support from other staff, salary and job tends to increase the motivation of employees in the organization. Although working as a leader had no effect on employees.

The working environment of E-commerce business and Export- Import business highly motivates the employees in comparison to Educational institute by having 39.285%, 39.285%, and 23.33% respectively. Top level management of E-commerce business and Export- Import business highly motivates the employees in comparison to educational institute by having 39.285%, 39.285%, and 24.137% respectively. The incentive awards provided by Export-import Company greatly motivates its employees with 64.285%, whereas Educational institute employees motivation tends to increase by 40% and E-commerce Business employees motivation tends to increase only with 39.13%. The promotion plan greatly increases the motivation of E-commerce business with 82.608% and in export Import business it is only 71.428% and in Educational institute it is only 53.33%. The appreciation letter provided by E-commerce business greatly increase the motivation of employees with 60.869% in comparison to E-commerce business with 42.857% wherein Educational institute the employee's motivation tends to increase with 43.33%. The monetary incentives provided by the organization greatly increase the motivation in Export-Import Company as compared to E-commerce business which greatly increases the employee's motivation with 47.826% wherein Educational institute it tends to increase the motivation by 33.333%. Job security provided by Export- Import business greatly increase the motivation of the employees with 60.713% as compared to E-commerce business which greatly increases the employee's motivation by 40.909% where educational institute employees don't get affected by job security with 43.33%. Working individually greatly increases the motivation of employees of Export-import business with 32.142% where the employees of educational institute motivation tend to increase with 43.333% as a comparison to E-commerce business with 39.13%. Working in teams greatly increase the motivation of employees of Export- Import business with 50% as compared to E-commerce Business with 47.826% where it tends to increase the motivation of employees of Educational institute with 43.33%. Working as leader greatly increase the motivation of employees of E-commerce business with 36.363% where it has no effects on the motivation of employees of Export-import business with 40.74% as compared to educational institute with 36.667%. Working as a team member tends to increase the motivation of employees of E-commerce business more with 52.173% as compared to Educational institute with 50% and Export-Import business with 42.857%. Incentives and other benefits provided by Export-Import Business tends to increase the motivation of employees more with 50% as compared to E-commerce business with 43.478% and Educational institute with 40%. Support of other staff in the organization tends to increase the motivation of employees of Educational institute more with 50% as compared to Export-Import business with 46.428% and E-commerce business with 39.13%. Consideration of the suggestion of

employees in decision making regarding their department greatly motivates the employees of Export-import business where it tends to increase the motivation of employees of E-commerce business with 47.826% as compared to Educational institute with 34.482%. People recognizing the employee in the organization greatly increase the motivation of employees of an export-Import business with 46.428% as compared to Educational institute with 41.379% and E-commerce business with 30.437%. Motive/objective of the organization greatly increases the motivation of employees of Export-import business with 35.714% where it tends to increase the motivation of E-commerce business with 52.173% as compared to Educational institute with 51.724%. Non-monetary incentives provided greatly increase the motivation of employees of Export-Import business with 35.714% where it tends to increase the motivation of employees of E-commerce business with 45.454% and it doesn't make any changes in the motivation of employees of Educational institute with 48.275%. Salary and job tend to increase the motivation of employees of the educational institute with 48.275% in comparison to e-commerce business with 47.826% and Export-import business with 42.857%. Training and Development provided by the organization greatly increase the motivation of employees of Export-import business with 53.571% where it tends to increase the motivation of employees of E-commerce business with 39.13% in comparison to Educational institute with 36.667%. The communication system of the organization greatly increases the motivation of Export -Import business with 57.142% where it tends to increase the motivation of employees of E-commerce business with 47.826% and doesn't effect to the motivation of employees of Educational institute with 34.482%.

Recommendations and Suggestions:-

For E-commerce business, the suggestion is regarding their working environment which can be improved. Employees are not sufficiently motivated individually, the reasons could be lack of confidence. Incentives and other benefit provided by the organization should be according to the employees need so that it will motivate the employees. Staffs in the organization should be more motivating. Instead of providing non-monetary benefit, organization can concentrate more on monetary and target base monetary benefits to the employees. Training and development should be provided more so that employees gets motivated to work and the communication system in the organization should be improved so that it can motivate the employees.

For Educational Institute, working environment should be improved by coordination and communication between each employee and staff members. Though monetary incentives are not provided but the organization can focus on giving the non-monetary incentives, which will create the positive impact on employees.

For Export-Import business, the interactions between team members can be improved to enhance team work eventually improving the outcome of the team as well the organization. Also the organization are suggested to upgrade the incentives and salaries for their employees.

Research Limitations:-

Large companies i.e. MNC's and other organization with a large number of employees working in it mainly did not allow for the research to be done in their organization as they were more concentrated that the research done will consume the production time of the employees. Some large organization agrees for it but the problem aroused there was that it should be done through all HR procedure which was very time-consuming on the face where time was a constraint.

As the larger organization does not allow for the same the research is done in the organization which was not so large but was having 20-30 employees as average. Thus the data collected was from a limited number of employees which reduces the effectiveness of the data in comparison to the research, if done in the larger organization.

Future Research Direction:-

- To study the MNC's or larger organization.
- To study according to the management levels or hierarchy
- To study 4 or 5 organization in each sector.
- To study the factors which can improve the unity as a team in an organization

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Appendix:-**Questionnaire****Questionnaire:-****Option to be used for every question:-**

- A: Greatly reduce my motivation to work
- B: Tends to reduce my motivation to work
- C: Has no effect on my motivation to work
- D: Tends to increase my motivation to work
- E: Greatly increase my motivation to work

Q1. Working environment in your organization?**Q2. Rate the statement “Top level management highly motivates the employees”?****Q3. Does “an incentive award” motivate you?****Q4. Does “Promotion” motivate you?****Q5. Does “appreciation letter” motivate you?****Q6. Does monetary incentive provided by your organization motivate you?****Q7. Does job security motivate you?****Q8. Does working individually motivate you?****Q9. Does working in team motivate you?****Q10. Does working as a leader or leading a team motivate you?****Q11. Does your team member or colleagues motivate you?****Q12. Do you think incentives and other benefits will motivate to perform better?****Q13. Support from other staff in your organization will motivate you?****Q14. Considering your suggestion while making any decision regarding your department by top level management motivate you?****Q15. People recognizing you in the industry motivate you to perform much more better than before?****Q16. Does motive / objective of your organization motivate you?****Q17. Does “non-monetary incentive” motivate you?****Q18. Does your salary and job motivate you?****Q19. Does “Training and development” provided by your organization motivates you ?****Q20. “Communication system in your organization” motivates you?**