

An Investigation on the Effectiveness of Employee Motivation at a Strategic Consulting Firm

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Abstract

Employee motivation is a critical component of organizational success since it influences productivity, job satisfaction, and overall performance. The goal of this research is to investigate the effectiveness of employee motivating strategies implemented at Mafoi Strategic Consultants Pvt. Ltd., a leading consulting firm noted for its creative approaches to human resource management. This study used a combination of qualitative and quantitative research methods, including questionnaires, interviews, and a review of existing literature, to identify the key factors influencing employee motivation inside the organization. It also aims to investigate the effects of motivational strategies on employee engagement, job satisfaction, and retention rates. The findings of this study are likely to provide important insights into the current state of employee motivation at Mafoi Strategic Consultants Pvt.

Introduction

Motivation is one of the most essential factors impacting employee performance and organizational goals. Motivational factors have an impact not only on other cognitive elements like perception and learning, but also on an individual's (or group's) success in reaching the organization's goals. This is why managers must prioritize motivation within their organizations. Motivation appears to be one of the most effective tools for employees looking to increase productivity. Organisations develop motivation strategies to encourage employees to perform well and recruit qualified prospects. Motivating methods include both monetary and non-monetary incentives such as transit, lodging, and social services. Employee engagement is critical in today's competitive business environment. Motivating and empowering people is crucial for accomplishing organisational goals and sustaining a positive work environment. A productive workforce. Organisational leaders and HR professionals must understand and improve employee motivation through effective techniques. This initiative explores employee motivation and evaluates its effectiveness in the workplace. This

study examines the elements that impact employee engagement and commitment, offering insights on how organisations can improve motivating strategies to promote positive and productive work. The research will begin with a thorough assessment of the literature on important theories and models of employee motivation, including expectancy theory, Herzberg's two-factor theory, and Maslow's hierarchy of needs. The review will serve as a beginning point for comprehending the complex nature of motivation and its impact on worker behaviours and performance by summarising the body of studies and theories. After that, the study will gather information on employee motivation in a specific organisational setting using both quantitative and qualitative research methods. Information on the elements that affect employee motivation, the motivating practices that are currently in place, and the improvements that are sought can be gathered through surveys, interviews, and focus groups.

Review of the Literature

Bernadetha Nadeak, Lamhot Naibaho (2020) - Employee Loyalty: Influence of Motivation and HRM Factors In the Indonesian education sector, this study investigates the effects of employee motivation, organisational culture, internal communication, and education and training on employee loyalty. The authors use PLS 3.2.9 for analysis and a systematic random sample with a 67.18% usable response rate. The findings validate the mediating function of motivation, showing a positive link between the aforementioned parameters and employee loyalty. The study fills a knowledge vacuum on employee loyalty in the education sector by providing useful insights for HRM practitioners and policymakers.

Laura Hambley & David Murray (2023) - Motivating a Multigenerational Workforce: Understanding and Engaging Employees Across Ages: The distinct motivational requirements and preferences of several generations in the workforce are examined in this review. It offers organisations doable tactics to encourage motivation and involvement across generational gaps.

Michael C. Bush & Christopher K. Bart (2022) - The Rise of Purpose-Driven Motivation: How Meaningful Work Drives Performance: This review examines the growing trend of purpose-driven motivation, where employees seek work that aligns with their values and contributes to a greater good. It explores the benefits of aligning organizational purpose with employee motivations and showcases successful implementation strategies.

Teresa Amabile & Steven J. Kramer (2021) - Beyond Carrots and Sticks: Exploring Intrinsic Motivation's Impact on Knowledge Workers: This review delves into the power of intrinsic motivation, focusing on knowledge workers. It emphasizes the importance of fostering autonomy, mastery, and purpose to drive creativity, innovation, and high performance.

Objectives of the Study

- To examine the different methods and approaches of motivation employed by Strategic Consultants Firm
- To investigate how various motivational factors affect worker performance and job satisfaction.

Need for the Study

- To investigate how job promotions affect workers.
- To find out how satisfied workers are with their interpersonal relationships within the company.
- To offer doable recommendations for raising the effectiveness of the organisation.

Statement of the Problem

The lack of efficacy and motivation among employees at work is the issue that needs to be resolved in this project. Many businesses find it difficult to maintain an enthusiastic, engaged, and

motivated workforce. This has a negative impact on the bottom line of the business in the long run and lowers productivity and staff morale. Finding the underlying reasons of this issue and creating workable solutions are essential if we are to improve productivity and motivation at work.

Scope of the Study

- The project aims to thoroughly analyse various factors influencing employee motivation, including job satisfaction, rewards and recognition, communication, and the overall work environment.
- Through research and analysis, the project seeks to elucidate the direct connection between motivated employees and their effectiveness in terms of productivity, engagement, and job performance.
- By studying real-life case studies, conducting surveys, and analyzing existing data, the project aims to provide actionable insights and recommendations for companies to enhance employee motivation and create a more effective work environment.

Research Methodology

Research Design

A research design is the establishment of parameters for data collection and analysis, with the purpose of balancing procedural efficiency with relevance to the research issue. In relation to this project, the descriptive research design focuses on summarising facts about welfare metrics or describing how everyone perceives them, while the diagnostic design helps establish how frequently a particular event occurs or how it's connected to other events.

Descriptive Research Design

Descriptive research design is another name for descriptive research design. This one just gives a basic description of something, such the employees' demographics. Descriptive studies usually aim to ascertain the frequency of occurrences or the relationship between two variables. I have used this research in my study since I require the sample demographics in order to compute data analysis and interpretation. These are the primary variables used in the percentage analysis calculation.

There are two categories of data sources that are used to gather data. One category for data sources is

- Primary data.
- Secondary information.

Primary Data

Primary data are those that were initially gathered by the study team. Initially, field surveys are used to gather it. The questionnaire served as the study's main source of data. To gather data for this study, I distributed a questionnaire to all of the staff members.

Secondary Data

Information that has already been released, whether by publication or not, is referred to as secondary data. Books, journals, magazines, periodicals, statistical data sources, etc. are some of the several sources of secondary data. The firm profile, the scope, the need, and the literature review served as the study's secondary sources. For the purpose of gathering secondary data, I have cited a number of books and internet resources here.

Sample Size

It speaks about the quantity of population elements to be sampled. For the survey, a sample size of 98 has been selected.

Data Analysis and Interpretation Percentage Analysis

Table Showing Age group

What is your age range?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	77	78.6	78.6	78.6
	26 - 35	8	8.2	8.2	86.7
	36 - 45	9	9.2	9.2	95.9
	45 - 55	4	4.1	4.1	100.0
	Total	98	100.0	100.0	

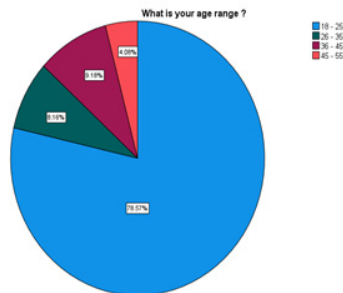


Chart Showing Age Group

Interpretation

18 - 25: 77 people fall within this age range, which constitutes 78.6% of the total surveyed. 26 - 35: 8 people fall within this age range, making up 8.2% of the total surveyed. 36 - 45: 9 people are in this age range, accounting for 9.2% of the total surveyed. 45 - 55: 4 people fall within this age range, comprising 4.1% of the total surveyed. This breakdown provides insight into the distribution of ages within the surveyed group, showing that the majority are between 18 and 25 years old.

How Many Years of Experience in Organization?

Table Showing Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	39	39.8	39.8	39.8
	1 - 5 years	43	43.9	43.9	83.7
	6 - 10 years	5	5.1	5.1	88.8
	11 - 15 years	5	5.1	5.1	93.9
	More than 15 years	6	6.1	6.1	100.0
	Total	98	100.0	100.0	

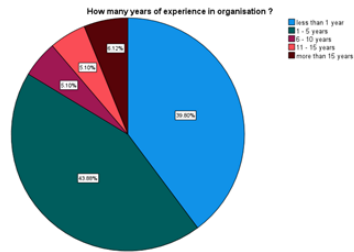


Chart Showing Experience

Interpretation

The majority of respondents have been in their positions for 1 to 5 years (43.9%), followed by less than 1 year (39.8%). Only a small percentage have tenures exceeding 5 years, with 6.1% having more than 15 years of tenure. This breakdown offers insights into the distribution of tenure, which can be valuable for analyzing various aspects of employee engagement and organizational dynamics.

Employees Feel Motivated to Perform Better When Recognized for their Contributions
Table Showing Motivated to Perform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	6.1	6.1	6.1
	Disagree	3	3.1	3.1	9.2
	Neutral	22	22.4	22.4	31.6
	Agree	34	34.7	34.7	66.3
	Strongly agree	33	33.7	33.7	100.0
	Total	98	100.0	100.0	

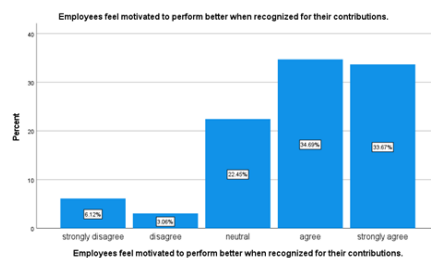


Chart Showing Motivated to Perform

Interpretation

The Data Shows Responses to a Survey Question

- Strongly disagree: 6 (6.1%)
- Disagree: 3 (3.1%)
- Neutral: 22 (22.4%)
- Agree: 34 (34.7%)
- Strongly agree: 33 (33.7%)

In summary, the majority (68.4%) agree or strongly agree, with 22.4% neutral and 9.2% disagreeing in some form.

Opportunities for Career Advancement and Skill Development Contribute to Employee Motivation

Table Showing Career & Skill Development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	3.1	3.1	3.1
	Disagree	6	6.1	6.1	9.2
	Neutral	22	22.4	22.4	31.6
	Agree	35	35.7	35.7	67.3
	Strongly agree	32	32.7	32.7	100.0
	Total	98	100.0	100.0	

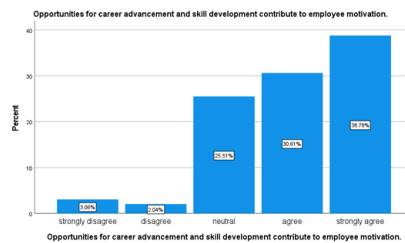


Chart Showing Career & Skill Development

Interpretation

The majority of respondents either agree or strongly agree with the statement (69.4% combined), while a significant proportion are neutral (25.5%). A smaller percentage disagree in some form (5.1%).

Career Growth Prospects Significantly Influence Employee Job Satisfaction and Motivation

Table Showing Employee Job Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	3.1	3.1	3.1
	Disagree	1	1.0	1.0	4.1
	Neutral	26	26.5	26.5	30.6
	Agree	28	28.6	28.6	59.2
	Strongly agree	40	40.8	40.8	100.0
	Total	98	100.0	100.0	

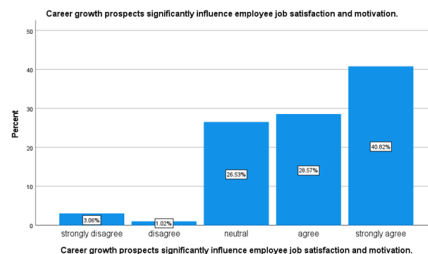


Chart Showing Employee Job Satisfaction

Interpretation

The majority of respondents either agree or strongly agree with the statement (69.4% combined), while a significant proportion are neutral (26.5%). Only a small percentage disagree in some form (4.1%).

Weighted Average

A weighted average assigns a weight to each quantity that needs to be averaged. These weightings establish the overall relative relevance of each quantity. Weightings are the equivalent of having that many similar objects in the average, all with the same value.

Here is How the Weighted Average Formula Appears

The weighted average is calculated as the quotient of the sum of products (for each value and its corresponding weight) divided by the sum of weights, using the formula.

- W stands for Weighted Average, and n indicates the number of terms to be averaged.
- w = Weights of the values.
- X = data values.

To Know about the Factor based on the Motivational Techniques and Strategies

Factors		Skill enhancement through training programs	X1*W	Adequate support for career growth and development	X2*W	Feel motivated to perform better	X3*W	Promotes a culture of open communication and transparency	X4*W
Weights	W	X1		X2		X3		X4	
strongly agree	5	32	160	38	190	33	165	37	185
agree	4	35	140	23	92	34	136	31	124
Neutral	3	22	66	26	78	22	60	22	66
disagree	2	6	12	3	6	3	6	4	8
strongly disagree	1	3	3	8	8	6	6	4	4
Total	15	98	381	98	374	98	373	98	387
$Y = \frac{\text{Sum}(X*W)}{\text{Sum } W}$			25.4		24.9		24.8		25.8
Rank			2		3		4		1

Inference

- From the above table the organization promotes a culture of open communication and transparency got more weightage among other factors as 25.8 and it is considered as the important. So, it is ranked as highest.
- Skill enhancement through training programs, adequate support for career growth and development, feel motivated to perform better has been ranked as 2nd, 3rd, and 4th respectively.

ANOVA

ANOVA (Analysis of Variance) is a statistical technique used to test the hypothesis that the means of two or more groups are equal. In research and data analysis, it is commonly used to

compare the means of different groups and determine whether there is a significant difference between them. To determine whether there is a significant difference between the means of each group, the data is divided into groups or categories and given to ANOVA analysis. The ANOVA analysis provides a statistical test to determine whether the mean differences are significant, attributable to the groups, or just random fluctuation.

The ANOVA test measures the ratio of variance within and between groups.

$$F = \text{SSB}/(k)$$

where:

k is the number of groups

n is the total sample size

To find a Significant difference between years of experiences and Career growth influence employee job satisfaction and motivation.

- **Null Hypothesis (H0):** Years of experience and career advancement are not significantly different from one another.
- **Alternative Hypothesis (H1):** Years of experience and professional advancement are very different.

Interpretation

The invalid theory (H0) is acknowledged and the elective theory (H1) is rejected based on the over table, which appears that the critical level (0.095) is higher than the table esteem 0.05. A long time of involvement and proficient headway inside an association don't essentially contrast from one another.

ANOVA					
How many years of experience in organization?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.491	4	2.373	2.041	.095
Within Groups	108.142	93	1.163		
Total	117.633	97			

Suggestions

- Recognise the distinct requirements and inclinations of your consulting firm's staff members. To find out what inspires your staff, do focus groups, polls, or one-on-one conversations. Then, adjust your motivating tactics accordingly.
- Make certain that staff members are working on worthwhile and demanding projects that complement their abilities, passions, and professional objectives. To maintain employee motivation and satisfaction, provide opportunities for skill development, career promotion, and professional growth.
- Establish both official and informal recognition programmes to honour the accomplishments and services of your staff. Acknowledge outstanding work with prizes, bonuses, promotions, or public acclaim to encourage a culture of gratitude and inspiration.
- Create a friendly, inclusive work environment where employees feel valued, respected, and in charge. Encourage open communication, cooperation, and teamwork to maintain a positive attitude. Address any issues or worries straight immediately.

Conclusion

Based on the information provided, the vital counseling trade concludes that there's a critical positive relationship between work fulfillment and worker inspiration interior the association in

its think about on worker inspiration and adequacy . The respondents mainly agreed or strongly agreed with statements on possibilities for professional growth, a supportive work environment, prospects for career advancement, and the impact of financial incentives on performance. These findings suggest that the strategic consulting firm has employed effective methods for motivating employees, which most likely enhances productivity and job satisfaction.

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