

A STUDY ON WORK LIFE SATISFACTION WITH SPECIAL EMPHASIS ON IN-HOUSE PUBLIC RELATIONS ACTIVITIES & ORGANISATIONAL BEHAVIOUR

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Abstract:

Ayn Rand's masterpiece *The Fountainhead*, first published in 1943, is an unparalleled example of how personal integrity and a passion for one's work forms the basis of true life satisfaction. The classic is a story of an uncompromising young architect who breaks away from conventional standards of occupation and finds life satisfaction in following his dreams.

Now in 2011, almost after 68 years of publishing, Ayn Rand's fiction stands true even today. Work life satisfaction still remains the most vital factor in determining a contented and a successful life. Every individual at present strives to build his identity on the basis of the work he does or the profession he practices. There exists a struggle for the survival of the fittest and a few best ones lead the million others.

Purpose of Research:

The research attempts to investigate the factors that affect the satisfaction levels of employees in various work profiles. It is an attempt to understand the contribution of professional perquisites like bonus, promotion, reward, recognition and money in increasing satisfaction levels of working professionals. The research paper also attempts to focus on methods of increasing satisfaction level and on the importance of retaining employees in an organisation.

Methodology:

The data is collected on the basis of personal interviews and the answers from a questionnaire provided to a random sample of working professionals. The purpose was to gather information on work life stress, training opportunities and overall attitude and behaviour towards the job.

The Research:

It is said that if you want happiness for an hour, take a nap. If you want happiness for a day, go fishing. If you want happiness for a month, get married. If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime love what you do to earn your living.

Work life satisfaction can be defined as a state of mind which enables an employee to perform his best in his occupation. Work life satisfaction can be influenced by a number of factors like office environment, physical and mental health of the employee, relationship of the employee with his colleagues and salary drawn etc. It is seen that the level of happiness declines with the duration of unemployment. For this purpose work becomes an important part of livelihood. It is very important to focus on job satisfaction and motivation of employees for the growth of any organisation as it helps both the organization and its employees grow mutually. This satisfaction factor ensures that the employee stays for a longer time in the organization. The research suggests that money plays an important role in keeping a person happy and enthused in work. Almost 87.5% professionals cited Salary Hike as their primary reason for a job change. The rationale is found to be so dominant that 77.5% are even willing to relocate for a better increment. Promotion in job is the next major concern among employees who seek gratification through an increased status and increased power in the organisation. Some other also quoted reasons like job frustration and office politics which often leads to a new job search.

While most organisations now emphasize a lot on creating a feel good factor for its employees, there have been numerous instances of professionals leaving their well-paid jobs for seeking satisfaction in something extraordinary. It is understood that in such cases, individuals look for options that can provide fulfilment towards an aim other than money. Hence, Economic restraints alone cannot keep a person motivated to work and excel in his field. For instance, majority of people working in Multi National Companies are found to be contented with the amount of salary they are drawing but on the same hand there have been issues like sales targets, clients' tantrums and ample amount of work pressure. The smaller or the newly opened organisations are reported to be even more exploiting in terms of paying less salary and extra working hours.

Almost every organisation these days has come with a Human Resource Management Department which attempts to resolve organisational issues. This Department performs multiple functions for the benefit of both the organisation and its employees. Starting from recruitment process to conducting exit interviews, the HR team attempts to identify employee feedback and grievances. Not only this, HR also focus a lot on employee engagement activities like organizing picnics, providing movie tickets or gift coupons, games and lucky draw contest etc. Such activities help the employees in breaking the monotony of daily work life and doing their work with a revitalized approach. The HR team assesses the performance of its employees through various target parameters like monthly target review and sales target review. If in case any employee is not able to deliver as per the expectation of the company then an interview session is held in order to understand his hitches and issues. In such a condition the employee is assured of help from the organisation. The HR team also focus on providing training and development and invites industry veterans to deliver lectures and hold workshops.

Even after such efforts of various organisations, it is noticed that many a time people are occupied with unsatisfactory jobs and keep cribbing about their work life. Some of the reasons include excessive workload, temperamental boss, less time for personal life, and target pressures. Many find themselves switching jobs constantly and to add to the predicament, many are even unable to identify their true professions. The research also identified that working professionals in the age group of 20-27 are the most volatile. This generation is almost in a hurry to make quick money without focusing on the importance of knowledge and experience. The frequency of job change is as high as a year and sometimes even six months. This age group is also less attached to its organisation and prefers a job change for an increased salary. The arrival of Call Centre Culture has given rise to this trend in Delhi job circuit. The minimum age and educational qualification of employees in these Call Centres has also declined sharply to as low as 18 years and 10+2 Examination respectively. Moreover, the opportunities of part time jobs for school and college students in Delhi have also added to the perplexity. The lure for money at such age is found to be a conflicting agent and often deviates young minds from the importance of higher education. Therefore it is very important to identify one's

potential and gather right knowledge to succeed in the chosen field. The employees should also understand that they cannot blame their organisation all the time. The individual must understand what makes him satisfied and what he wants to achieve in his life. In today's society when almost every passion can be converted into a successful profession, the assurance of growth opportunities has become even stronger. For example, if one is good at drawing he can utilize his skills in the field of designing. Similarly, if one is good at singing he can become a well-known singer. Therefore it would be apt to quote the insightful lines of Steve Jobs, former Chief Executive Officer of Apple Incorporated who has inspired many through his magical products and finest quotes. According to Steve: "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking, and don't settle. As with all matters of the heart, you'll know when you find it."

Once the required education is completed and a desired field is chosen, the individual must emphasize on the quality of working in life as work is the single most important life activity for most people in terms of time and energy. The quality of one's work life affects the quality of one's leisure, family relations, and basic self-feelings. Further, Ultimate satisfaction can come from accepting challenges that come to one's way. Office related stress like extra work and limited time can be eliminated if an individual decides his works judiciously. From the organisation point of view as well, if an individual extend working hours it doesn't necessarily mean that he is working better. True satisfaction in work can therefore be achieved by utilizing the energy to finish the work on time and by not indulging in office gossip. In fact it is the gossips which are found to be creating more confusion, tensions and frustrations among employees.

What an Organisation can do for its employees:

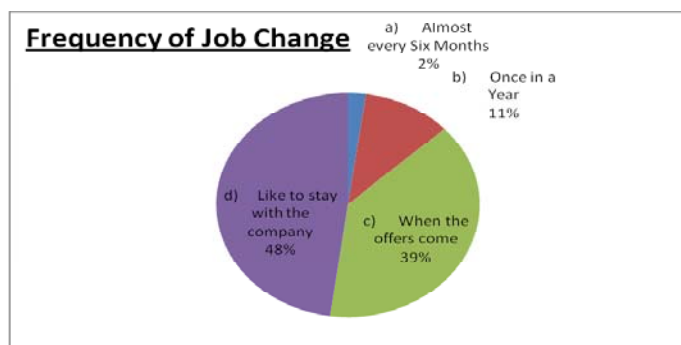
Every organisation, be it government sector or private, spends lots of time, energy and money in training its employees according to its work environment. If employees keep on leaving then the growth of organisation is not possible. Also, trained employees know how to handle a crisis situation and how to fetch good name and profit for the company. It is therefore in the benefit

of the organisation to retain its employees through innovative methods. Every organisation must formulate a body that focus on maintaining the relation between the company and the people who are working for it. There should not be a communication barrier and the employees should feel that they are an important part of the organisation. The company must, from time to time keep on providing information about rules regulations and benefit policies to its employees. This not only increases the morale of the employees but also motivates them to do the work in a better manner and bring out satisfactory results. Secondly, the seniors should be asked to guide their juniors and poor performance should be worked upon. Thirdly the organisation must take care in resolving the issues of its employees and must channelize their energy properly. They should not feel discriminated on the basis of ethnicity, age or sex. On the same hand, in case of employee misconduct, strict action must be taken by the organisation to set examples in front of others.

Tabulation and Analysis of Data

Q1. What is your frequency of changing jobs?

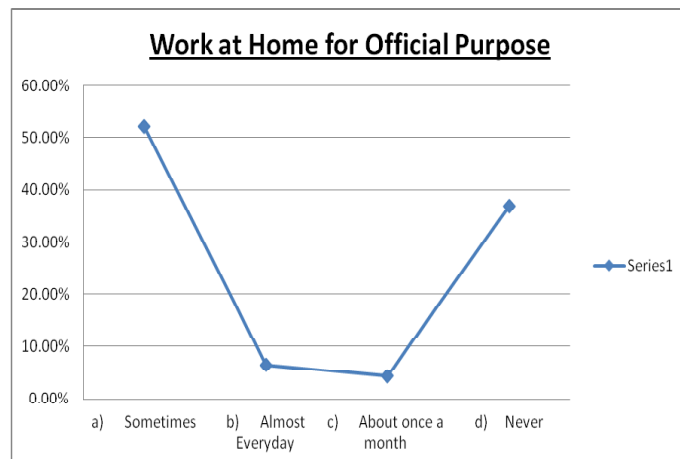
Almost every six months	2.17%
Once in a year	10.86%
When the offers come	39.13%
Like to stay with the company	47.82%



The frequency of job change increases with the decrease in age group. 2.17% prefer changing jobs in every six months as this leads to fast increments. On the other hand, 10.86% like to give minimum a year to their present job. Almost 39.13% don't wish to miss any opportunity whenever there is any job offer. The majority however, which largely consists of people in well settled jobs, insists on staying with the same organisation.

Q2. How often do you work at home for official purposes?

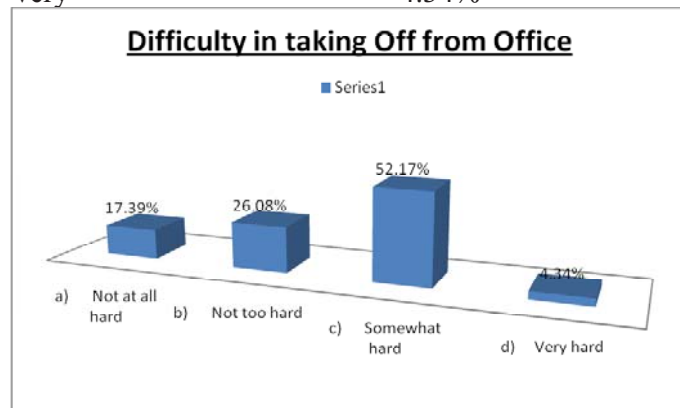
Sometimes	52.17%
Almost everyday	6.52%
About once a month	4%
Never	36.95%



The present work and job market demands it workers to be street smart, committed and willing to work for office even from home. Only 36.95% think that they had never done any office work from home. While on the other hand, more than half of the total respondents i.e. 52.17% reported that they sometimes need to do office work either on a off or after coming from the office. 6.52% even reported to do it almost daily. The remaining 4% do office work from home at least once in a month.

Q3. How difficult it is for you to take off from work?

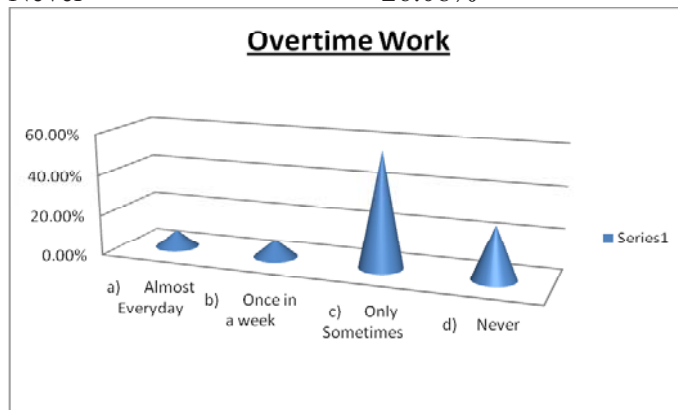
Not at all	17.39%
Not too hard	26.08%
Somewhat hard	52.17%
Very	4.34%



To add to the challenge of the current work environment, taking off has become a crucial issue in many organisations. For 4.34% of the total respondents, taking off from work is very difficult. The office work pressure is reported to be so high that respondent employees don't have much time for their personal lives. The majority of respondents suggested that taking off is somewhat hard and that the reason of off should be good and convincing enough. There also remains an amount of uncertainty till the time the off is sanctioned. Only 26.08% thinks that it is not too hard to take a break from work and even fewer, only 17.39% thinks that it is not at all hard.

Q4. How often do you work overtime?

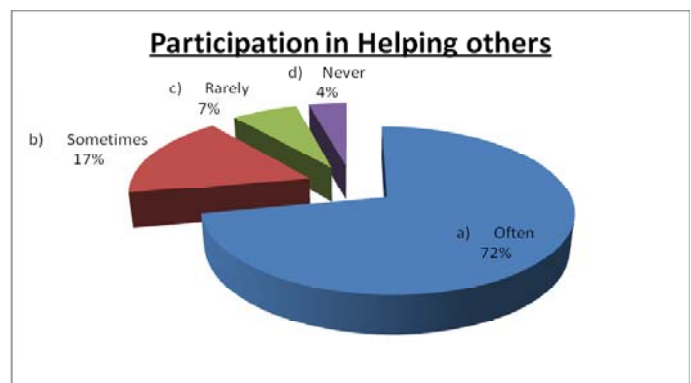
Almost everyday	8.71%
Once in a week	8.69%
Only	56.52%
Never	26.08%



Overtime work is actively practiced, mostly out of force and only sometimes due to financial reasons. In most cases there doesn't exist a provision for extra money for extra work. Some interviewee also quoted reasons like a lure for promotion or increment through overtime. Out of the total, 8.71% cited that they work overtime almost every day. Almost a similar number 8.69% highlighted that if it is not everyday then it is at least once in a week. However, 56.52% works overtime only sometimes and it is just 26.08% who believe that they never work overtime.

Q5. How often do you participate with others in helping them in their jobs?

Often	72.00%
Sometimes	17.00%
Rarely	7.00%
Never	4.00%



When it comes to helping others in office work, respondent put themselves in high self esteem and believe that they are supportive enough. Almost 72% believe that they often help people in work. 17% of them help colleagues only sometimes and according to their time available. The 7% of the respondents get only rare chance to help colleagues and only 4% out of the total are bold enough to accept that they never help office colleagues during work hours.

Q6. In general, how would you describe relations in your work place between management and employees?

Good	43.47%
Very Good	21.73%
Neither good nor bad	34.78%



Describing about relationship between employees if office environment, it can be said that an increasing number of employees like to keep it neutral. Many don't want to mix their office life with personal and almost 34.78% think that their relations can be categorised as null as they are neither too good and nor too bad. Yet 43.47% still believes that they have good relation with employees in their office and that they like to spend more than half of their time in office, they pay emphasis on relationship building for smooth functioning of

work. Only 21.73% respondents feel that they are in very good term with their office friends.

Q7. When you do your job well, what is likely?

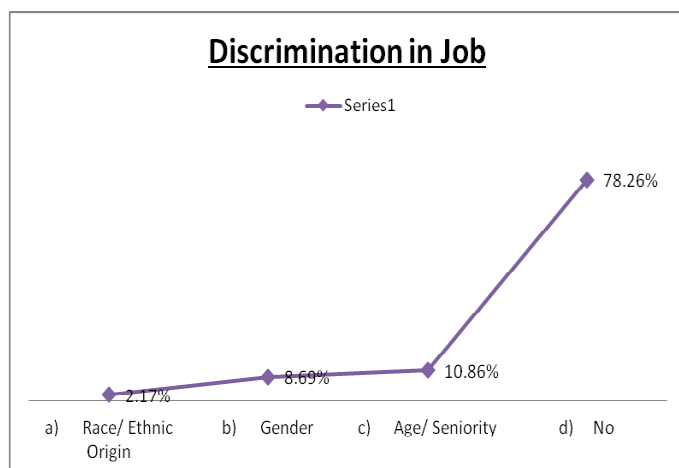
Appreciation/ Praise	47.82%
Hope of Increment	19.56%
Bonus	8.69%
Nothing	23.91%



A job done fabulously leads to almost nothing for 23.91% of respondents who believe that doing the work well is just ok in their organisation. While 47.82% often get appreciated and praised by their seniors, 19.56% also hope for the increment and 8.69% for a bonus

Q8. Did you ever feel discriminated on the following basis?

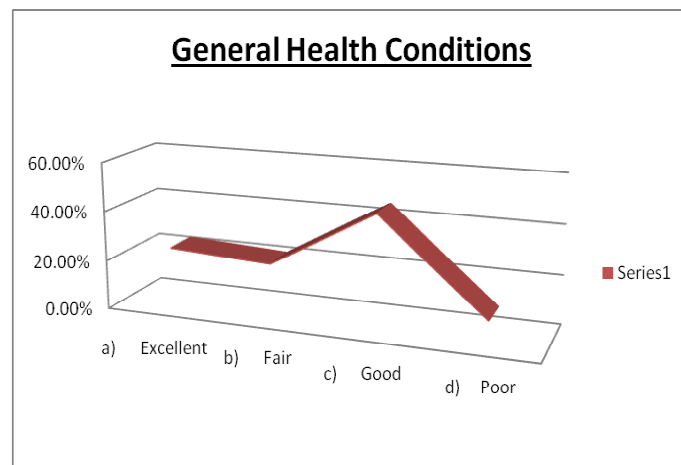
Race/ Ethnic Origin	2.17%
Gender	8.69%
Age/ Seniority	10.86%
No	78.26%



A positive trend is noticeable, while elaborating on job discrimination. 78.26% doesn't feel discriminated on grounds of race, gender or age. However sometimes seniority and age plays an important role in matters related to decisions and responsible assignment. It is therefore the 10.86% thinks that they sometimes miss opportunities due to seniors and hence feel discriminated. Another 8.69% lot of the total population have faced discrimination in job due to their gender and 2.17% even faced it due to their race and ethnic origin.

Q9. What would you say about your general health?

Excellent	23.91%
Fair	21.73%
Good	45.65%
Poor	8.69%



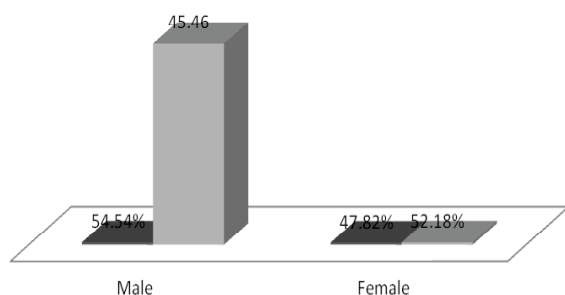
Commitment towards job requires a lot of hard work which often leads to ignorance of health condition of the respondents. Only 23.91% are confident enough of their excellent health and 21.73% believe that it is fair. The majority that consists of 45.65% responds it to be good. However, 8.69% report of poor health status. The reasons for poor health vary from neglect and not finding enough time for personal care due to office.

Q10. Do you think that you are paid according to the job you do?

	Male	Female
Yes	54.54%	47.82%
No	45.46%	52.18%

Salary According to job

■ a) Yes ■ b) No



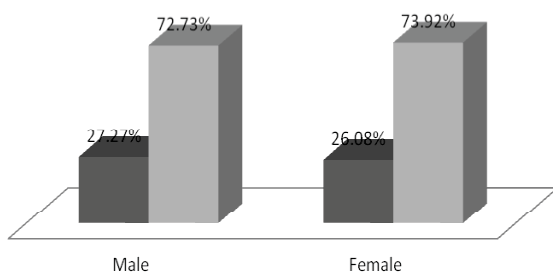
On segregation of respondents into male and female category, there exists a slight difference of opinion. While 54.54% of male respondents replied that they are paid according to the amount and level of work they do, 47.82% female are of the same opinion.

Q11. Do you have any job other than your main job?

	Male	Female
Yes	27.27%	26.08%
No	72.73%	73.92%

Job other than the main job

■ a) Yes ■ b) No

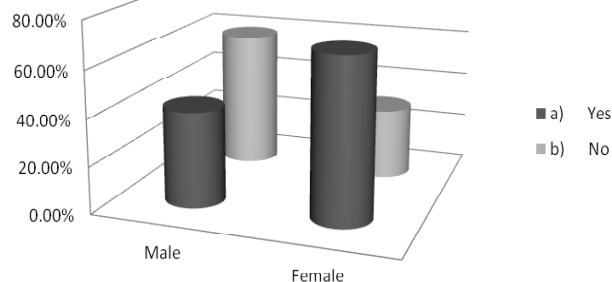


A noticeable portion of the respondents are also occupied in jobs other than their main jobs. These include part time work and extra income through freelance and contract assignments. 27.27 % male and 26.08% female are occupied in other sources of income generation.

Q12. Do you think that your income is enough to meet your family expenses.

	Male	Female
Yes	40.90%	69.56%
No	59.10%	30.44%

Income meeting family expenses

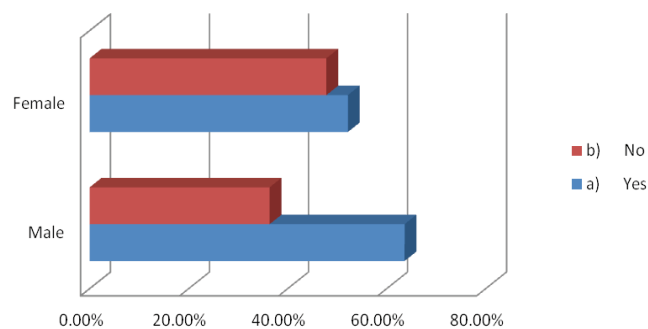


When it comes to assessment of income and its ability to meet family expenses, females feel more secure than their male counterparts, 69.56% female think that their income is good enough to meet their family expense, however 40.90% think that it is enough for their family expenses.

Q13. Do you get adequate training opportunities?

	Male	Female
Yes	63.63%	52.17%
No	36.37%	47.83%

Adequate Training Opportunities

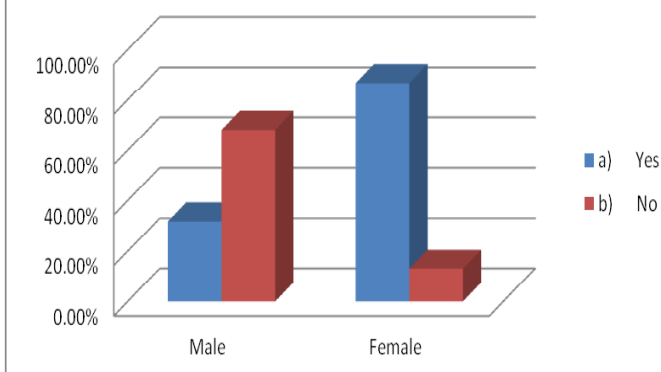


On the query of getting adequate training opportunities in work, it is appalling that almost 36.37% Male and 47.83% female think that they don't get good training for their work.

Q14. Does your professional life hamper your personal relations?

	Male	Female
Yes	31.81%	86.95%
No	68.19%	13.05%

Professional Life Hampering Personal Relations



Perhaps one of the most noticeable differences of opinion exists on the issue of work interference in personal life. While the majority 86.95% female thinks that their work life hampers their personal relations, only 31.81% male thinks the same. Female respondents quoted reasons like family preferences over the work.

Major Results: The study reveals that a competitive salary plays the most important role in increasing satisfaction level and performance of the employee. The overall stability factor consecutively drops with a decrease in age from mid-40's to mid-20's. Another important finding in Delhi job culture is the noticeable decline in the age of working professionals which is prevalent even among the educated class of Delhi. Some of these young professionals are even overpaid comparatively to their age and expertise. Young freshers are adopting to methods of earning money which didn't existed in past and can't be adequately called professions. For instance, young girls with pretty faces are remunerated for attending Page 3 parties as their presence adds charm and glamour to the bash.

It has also been revealed that the age group of late 20's and mid-30 is fighting a different crisis. Most of them want to break away from their monotonous routines and look for longer breaks from work. Many of them are even unable to find a suitable partner for marriage. It looks as if the age limit of mid-life crisis is shifting downwards.

Implications: Maintaining good relations with employees would not only help the organisation in meeting the target but also enable to achieve optimum performance, commitment and effectiveness, high productivity and

satisfaction. A healthy and a safe work environment and motivation can make the employee feel positive about the organisation he is working for. Employees will give their best if the organisation treats them in a good manner and gives them a chance to express their opinions. If good rewards and appreciation are provided then the organisation can give more responsibilities to the employee.

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