

Impact of Employee Motivation on Maintaining Firm Performance

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Abstract

Employees are considered as key assets in an organization to ensure the attainment of sustainable business performance and long-term growth. The role of employee motivation in maintaining prolonged firm productivity is critically evaluated in this study. Relevant secondary articles are gathered in this study as a secondary qualitative strategy and an explanatory research design is adopted in this paper. Based on the relevant articles different factors that contribute in maintaining an optimum level of employee motivation are assessed here. It is found that the development of a positive work environment by maintaining team cooperation and communication plays a significant role in encouraging the workforce.

Along with that, suitable leadership inclusion is also required to enhance employee motivation. An optimized connection with the top management contributes to resolve conflicts and issues within the workforce. Employee involvement in decision-making, providing adequate rewards and remuneration along with maintaining transparency within the organizational performance results in enhancing employee morale. It also helps the associated workforce in efficiently performing complex jobs. The retention of a talented workforce is also maintained in associated organizations. Thus it contributes to maintain improved organizational performance in the competitive environment.

Keywords

Communication, Communication, Decision-Making, Employee Engagement, Employee Motivation, Job Performance, Job Satisfaction, Leadership, Organizational Growth, Team Cooperation, Teamwork

INTRODUCTION

Background

Organizational commitment towards associated employees is important to maintain sustainable survival and well-being in the competitive environment. Employee loyalty is required to ensure their improved productivity in the best interest of the organization. The present study includes a critical evaluation of the importance of employee motivation in maintaining standard organizational performance. A positive work environment is required to be maintained through peer cooperation and ensuring equal behavior for each employee. Rewards and compensational benefits are considered as major motivating factors to improve job performance. Furthermore, a positive relationship with the leading entities is also necessary to improve communication with the subordinate workforce. An improved connection with the top management contributes to develop employee trust and resolving crucial issues optimally. Thus talented workforce can be retained through the appropriate implementation of motivating factors. Consequently, organizational productivity can be enhanced and the competitive advantage is attained by the associated organization.

Scope of the research

This paper is aimed at identifying different motivating factors that contribute to influence associated employees' effective performances. Employee motivation can be achieved by implementing suitable management styles,

maintaining collaborative team spirit and transparent employee relationships along with providing rewards and recognition [1]. All the aforementioned factors are analyzed in this study based on secondary scholarly sources. Thus, the direct relationship between different motivating factors and employee motivation is well understood through the study findings. By maintaining potential employee motivation, positive job satisfaction can be achieved within the organizational framework. Thus, complex jobs can also be performed optimally by maintaining team cooperation under optimum leadership guidance. Adequate resource availability and workforce flexibility also offer motivation to employees to ensure organizational growth [2]. Thus based on the key findings, the role of employee motivation in achieving sustainable organizational development is obtained in this study.

MATERIALS AND METHODS

Research design

The inclusion of an appropriate research design is important to conduct a study in a viable manner. A research design refers to a suitable framework that contributes to integrate different components of the study in a coherent way [3]. By adopting a suitable research design the research problem can be addressed effectively. The three main research designs are prevalent to ensure the collection of relevant data from authentic sources associated with a topic. These include descriptive, explanatory and exploratory research designs based on the method required to explore the

topic [4]. An explanatory research design is adopted in this study to evaluate the chosen topic based on relevant secondary sources. It helps in understanding the topic in a significant manner by identifying different motivating factors that contribute to improve the firm performance.

An explanatory research design also contributes in explaining the reason behind the occurrence of a phenomenon along with predicting future occurrences. Thus, including the aforementioned design over the two other types results in explaining both the causes and consequences related to the topic under study. Reasons behind employee motivation include the aim of an organization to maintain a competitive position in the market by maintaining an improved level of workforce productivity [5]. In order to achieve that, suitable leadership inclusion is ensured along with keeping a positive team spirit within the workforce. As a result, the desired organizational growth can be achieved and sustainable performance is ensured in an associated organization. All the aforementioned aspects are well explored by adopting the explanatory design in this study.

Research type and duration

The two main research types include quantitative and qualitative based on the type of raw data collected from relevant sources to assess the topic. A secondary qualitative research type refers in gathering relevant data and information from already existing data sources available on a valid database [6]. On the other hand, quantitative research includes the collection of first-hand data and information from ground-level surveys along with obtaining statistical data from company websites associated with a topic. In this study, a secondary qualitative research strategy is adopted to accumulate information regarding the impact of employee motivation to ensure enhanced firm performance. Relevant peer-reviewed articles, scholarly journals and other secondary sources are included in this study to explore the topic critically.

The present study includes 90 days to explore the topic based on secondary sources. It covers the following parameters while systematically conducting the study.

Table 1: Duration of the study

Activity	Timeline (in days)
Identification of topic	5
Problem identification and assessment of the scope of the study	14
Selection of appropriate research methodology and materials	15
Inclusion of relevant data and information from valid sources	20
Interpretation of results and critical discussion	30
Attainment of a well-defined conclusion	3
Review of study	2
Final submission	1

(Source: Researcher)

Inclusion criteria

It refers to the adoption of suitable criteria regarding the inclusion of sources in a study. Here the following inclusion criteria are imposed to collect suitable secondary articles from the online database:

- Sources published between 2019 and 2022
- Sources available in English
- Sources with adequate credentials details such as authors' names, year of publication, journal names, volume and issue of the publication
- Sources available with full-text pdf format and containing keywords related to the topic
- Sources without any paid subscription

Choice of subjects

It is an important factor to make a suitable decision to conduct research optimally. A wide range of research topics is required to be gathered to ensure the inclusion of a suitable topic of the best choice as per the core competence of the researcher [7]. It contributes to explore a topic optimally as it belongs to the interest of the researcher. Moreover, it also helps in maintaining the quality of a paper related to the research topic. On that note, research topics related to talent management, employee motivation, performance appraisal and leadership role in organizational performance are gathered at the starting period. The topic of employee motivation and its impact on firm performance is chosen among all the aforementioned options as employees are considered as key players to achieve the desired organizational growth sustainably.

RESULTS

Employee motivation on job performance

Motivation is an important factor that constructs the satisfaction level of the employees and maintains the workflow of the employees in the workplace. It is very important for every employee to feel motivated while working in a work frame to improve the workflow of the company. However, motivating every employee in the work frame is very difficult and creates challenging situations for the managers of the firm. Motivating the employees in a workplace is constructed as the main pillar of the employees as it helps them to move forward and helps them to achieve their satisfaction levels of the employees. It helps to develop a link between the job satisfaction of the employees and their performances of them in a firm. Motivation the employees increases their job performance and helps to improve their work quality which helps the organisation to achieve its goals [8]. Besides that, the organisation helps to improve the job satisfaction level of the employees by providing special facilities to them such as paid leave, sick leave, parental leave, maternity leave, increments in their salary and many others.

There are different factors that change the behaviour of the employees but through motivation, the managers of a workplace can influence the attitudes of the employees in the

right direction and help them to improve their performance level. The different behaviours of each employee impact the workflow of the organisation as well as it impacts the growth of the organisation. It is very important for an organisation to have an HR team with proper knowledge that can guide the employees in a proper direction and can help each of the employees to increase their performance level in the work frame [9]. Apart from this, motivating the employees will also increase the productivity levels of the organisation and also helps to improve the organisational position in the global market.

Proper leadership can improve both organisational growth and individual growth of the employees and also impacts the work performance of the organisation in positive ways. Through different strategies, the managing team develops close relations with the employees of the organisation and understands their perception levels to provide a better workplace and work environment [10]. Motivating each employee of a workplace is a very hard task and also it is very challenging but it helps them to grow their performance level and thus increasing work performance helps to gain job satisfaction for the employees of the organisation.

Peer cooperation and working environment

Peer cooperation develops social interactions between two different organisations that help them to understand the flaws and factors that should be improved to achieve organisational growth. Besides that, it helps to understand the different workflows of both organisations and helps them to improve the working flow of the employees. There are some benefits of peer cooperation that impact the work environment of an organisation such as helping to organise the working process of the employees, maintaining employee engagement, developing the performance rate of the employees and many others. Through peer cooperation, the employees of two different organisations can learn new skills and concepts about the workflow. The organisations benefited from this cooperation as it helps to improve the teamwork level and motivate each of the team members [11]. Apart from this, different approaches of the employees help to learn about different perspectives to solve a problem and different feedback from each member increases the progress levels of the employees.

After the outbreak of the "COVID-19" virus has created many problematic situations for the organisations and the employees of every organisation as there were lockdowns everywhere around the whole world. Social and working lives were disrupted because of the pandemic situation and the work environments were badly impacted by the pandemic situation. The employees were enforced with work from home process which has badly impacted the work environment of every individual organisation. However, the whole world has evolved with new technologies and adopted new strategies to improve employee engagement in the organisation during the pandemic situation [12]. Peer cooperation in the pandemic situation has helped the organisations to understand the workflow and the magnets of

the organisations had learnt new skills to maintain the work environment of the organisation through this process. There are many organisations that have taken the collaborative working process to increase organisational growth in the global market.

Employee involvement in decision making

The increased rate of employee engagement in an organisation helps to improve their involvement in the work frame and helps the company to achieve its goals. It is very important for an organisation to go through several work frames to increase the workflow of individual employees of the organisation. The managers of each organisation need an experienced and smart HR team that can handle any problematic situation with calmness and provide a positive work environment to the employees of that company and help to maintain the organisation's growth in the global market [13]. Employee involvement in the organisational growth increases the operational growth of each team of that organisation and helps to improve the performance rate of every employee [14]. Apart from this, employee involvement helps to improve the decision-making process of the HR teams of every organisation with the help of adapting new technologies.

Besides that, artificial intelligence provides different and new perspectives and options for the employees and the managers that impact the decision positively making process. Artificial intelligence helps to understand the workflow of the employees through algorithms of decision-making and the employee involvement rate of the organisation. Different algorithms help to develop a better understanding of the work pressure and the workflow of the employees in the organisation. However, decision-making is completely rooted in the assumptions that are related to previous experiences and the decision-making process helps to improve the previous experience to increase the organisational growth [15]. Through the algorithms, the managers get an overview of the working process of the employees and they provide new strategies that increase employee engagement in the organisation in a positive way.

Different revolutionary approaches have been taken by organisations to establish a better working flow for the employees and increase employee involvement in the organisation. These approaches help the organisation to create remarkable changes in the workflow and the work environment of the company. The big data analysis process helps to create remarkable changes in the workflow and helps to change the workflow and helps to transform the economic growth of the company in the global market [16]. The global employment rate in the major developed countries all around the whole world has increased by 78.5% in 2022 [17]. Hence, the increased rate of employee engagement all around the world helps to establish better decision-making in every organisation.

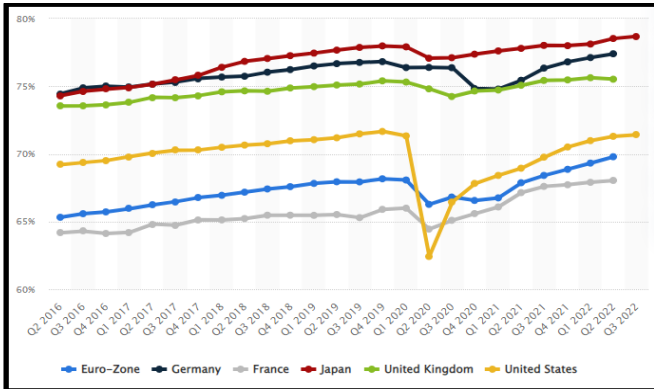


Figure 1: Employment rate in the major developed global countries (2016 - 2022)[17]

Teamwork and communication culture

Teamwork is an effective organisational tool that helps to improve organisational performance and teamwork in an organisation depends on communication among the employees. A successful culture of teamwork is important in an organisation to improve the performance organisation and it is also influential for the improving revenue of the organisation. Better teamwork can improve organisational productivity and it is also useful to reach the individual goals of every employee in an organisation. Teamwork in a workplace can be improved through effective communication among employees of the organisation [18]. Communication has a huge role in building teamwork and consequently helps to maintain healthy relationships among the employees, improves employee engagement, brings more innovation in the organisation and also enhances transparency in the organisation. Often effective teamwork is important for improving an individual employee's skill.

Building healthy relationships in a workplace is an important aspect of any organisation and the relationships among employees can be improved by effective teamwork. People have some psychological needs to perform any work they want to be validated and accepted in a workplace and it can enhance the self-esteem and satisfaction with a job among the employees. Consequently, it affects the overall performance of the employee along with the organisational performance.

Bringing innovation is an effective way to improve organisational performance. In this digital era, every organisation needs innovation to sustain itself in the market and the innovation can be implemented by improving communication and teamwork in the workplace [19]. Healthy communication and teamwork among employees can help to innovate new ideas in an organisation and that is important for an organisation to sustain itself in the competitive market.

Transparency in the workplace can be improved by improving communication among the employees of the organisation. Transparency in the workplace enhances the productivity among the workers and in the end, it gives results in the organisational performance.

Developing the skills of employees is an important part of improving organisational performance. Teamwork is an

effective way of improving employees' skills and knowledge in an organisation. Collaboration and healthy communication allow employees to gain knowledge on different aspects and that leads them to improve their skills [20].

Reducing conflict is also an important part to build a healthy workplace and the conflict among employees can be reduced by collaboration. Effective communication leads to productive discussion and also helps to plan better to reach organisational goals from a broad perspective.

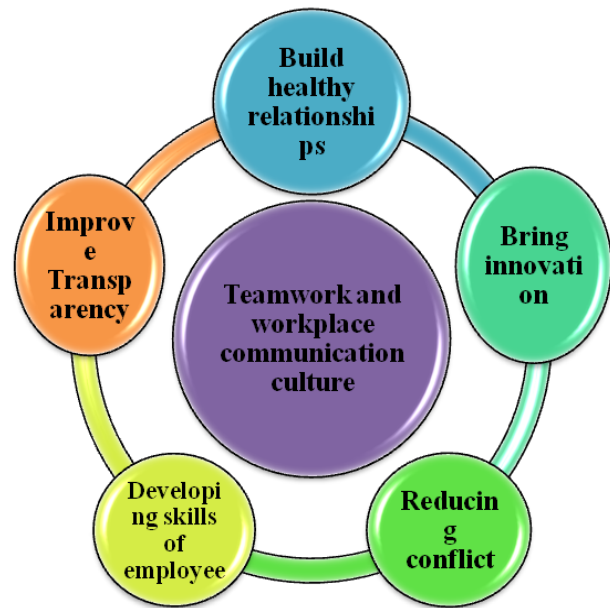


Figure 2: Teamwork and communication culture in the workplace (Source: Self-made)

DISCUSSION

It is very important for every employee to feel motivated while working in a firm which helps to increase organisational growth. Over viewing the analyses it can be stated that motivating the employees of every work form is a difficult and challenging task for the managers of organisations. Motivating the employees increases their job performance of the employees and improves their workflow in the firm. The increased rate of job performance helps to improve the job satisfaction levels of the employees and helps to develop a better relationship between the firm and its employees. The work firms have taken different working approaches to develop a better work environment for the employees such as e-training, e-learning, e-leadership and many others [21]. These working approaches help to balance the working life of every employee who is working in the organisation, motivates the employees to increase their involvement in the organisation and also improve the performances of the organisation and the employees. The increased rate of employee engagement in the working firms helps to develop different perspectives about the workflow of the organisation and helps to create a better job performance level of the engaged employees in the work firm.

Besides that, peer cooperation changes the work

environment of organisations in a positive way. The collaborative process helps to connect with another organisation and helps to understand the various aspects of the different employees and their approaches towards a solution. Apart from this, the collaborative process helps to understand the flaws and reasons behind the lowered growth rate of the organisation. Hence, it helps them to establish betterment in their strategies to change the working flow of the employees to increase employee engagement in the work firm. However, the HRM of every organisation helps to maintain organisational growth and it is mandatory for every organisation to have an HR team that can manage each and every employee's workflow and maintain the position of the organisation in the market. The HR team helps to develop proper strategies to increase employee engagement in the firm which impacts the job performance and the job satisfaction of the employees [22]. Different approaches have been taken by the work firms to maintain employee engagement in the work frame which helps to make decisions to increase organisational growth.

Employee involvement is the major factor that can improve overall organisational performance. Technology also plays a significant role in increasing employee engagement in an organisation. Artificial intelligence is an effective technology that can provide different and new perspectives for employees and managers that impacts the decision-making process of an organisation in a positive way. Often artificial intelligence helps to understand the workflow of the organisation through the machine learning algorithm and improves the decision making in the organisation. Decision making in an organisation completely depends on the assumptions that are related to the previous experience and that helps to improve overall decision making in the organisation along with the overall organisational performance [23]. Besides the algorithm, the managers can identify the working process of the organisation and employees and they provide new strategies that are helpful for increasing the overall performance of the organisation.

The performance of an organisation depends on different parameters and communication cultures in the workplace is an important aspect where every organisation has to focus. Teamwork also plays a significant role in improving employees' motivation in an organisation [24]. Better teamwork and communication culture have the ability to improve organisational performance in different ways. Communication among the employees helps to build healthy relationships among the workers and it ultimately affects the organisation in their performance. Healthy communication among the employees also helps to bring innovation to an organisation. Due to teamwork and knowledge shared among the employees, organisations get the advantage of innovating new ideas in the organisation and that ultimately affects the organisational performance.

Teamwork and effective communication among the employees help to improve transparency in the workplace and consequently improve the performance of the

organisation. Developing skills in employees is an effective aspect of improving employee motivation [25]. The skills of employees can be improved by implementing teamwork in the work culture. Collaboration and knowledge sharing among employees help to improve knowledge and skills among the employees. Knowledge sharing and collaboration in the workplace enable workers to perform work effectively and that affects the overall productivity of the organisation. Conflict is an important aspect of an organisation that has the ability to reduce overall performance in the workplace [26]. Implementing better teamwork and effective communication in an organisation can remove personal conflict between employees and consequently improve the overall performance of the organisation. Removing conflict is also effective to improve the product and services of an organisation.

CONCLUSION

Employee motivation is an effective aspect of an organisation that has the ability to improve the overall performance of the organisation and it is also effective in enhancing the productivity of the employee. Employee motivation and organisational performance are interlinked to each other. Motivation in the workforce has the ability to increase productivity in the workforce and that ultimately helps the organisation to reach organisational goals. From the discussion, it can be concluded that motivation plays a significant role in the job performance of employees and peer cooperation and the working environment is the most effective factor that helps the organisation achieve their vision, mission and long term objectives. Employees' involvement in organisational decision making also plays an effective role to increase the performance of the firm. Engagement of employees in decision making helps to innovate new.

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