

THE BUOYANCY THROUGH EMPLOYEE HAPPINESS: A STUDY OF SELECTED AYURVEDIC MEDICINES MANUFACTURERS OF BHAVNAGAR

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Abstract

Employees' Happiness has recently gained interest as an influential variable in managing the employment relationship, as studies have suggested benefits for productivity and performance. Knowledge on workplace satisfaction is, however, still relatively limited and more understanding is needed on employee perceptions and benefits of and expectations for job satisfaction, as well as happiness responsibility.

Today, society and business are witnessing unprecedented change in terms of the global nature of work and the diversity of the workforce. Organisations in the world are moving forward into a boundary-less environment. In today's competitive and changing environment, organizations experience numerous challenges in achieving their goals. Organizations that work in knowledge based environments face pressure from customers to provide services of good quality. However, increasing employee performance will positively influence the organization's performance and ultimately, the quality of services. Employees Satisfaction is the vital factor in today's globalised economy, where everyone is striving hard to achieve excellence. Satisfaction plays an important role towards motivation resulting enhancement in the productivity possibilities of employee. It has been always a matter of challenge to get committed employees. Every organization strives to obtain organizational effectiveness. It is a high time to recognize the essence of growth and development of the companies.

This paper explores different perspectives and literature reviews on employee Happiness. It also highlights more specifications on MSMEs related information specific to Bhavnagar District of Gujarat State.

Keywords: Employee, Happiness, Ayurvedic Medicines Manufacturers, MSMEs, Gujarat, India.

INTRODUCTION

Employees' Happiness has recently gained interest as an influential variable in managing the employment relationship, as studies have suggested benefits for productivity and performance. Knowledge on workplace satisfaction is, however, still relatively limited and more understanding is needed on employee perceptions and benefits of and expectations for job satisfaction, as well as happiness responsibility.

In today's modern world, work life consumes a significant part of most individuals' lives. A recent report by Gallup showed that the average workweek for full-time employees in the United States has risen to 46.7 hours, which adds up to almost a full extra day of work and 34% of Americans admit to working additional hours on the weekends. These additional work hours take a toll on workers, leading to burnout and work overload in 68% of full-time workers. Therefore, it is not surprising that organizational researchers have invested considerable attention trying to better understand the role that work plays in an individual's well-being.

Today, society and business are witnessing unprecedented change in terms of the global nature of work and the diversity of the workforce. Organisations in the world are moving forward into a boundary-less environment. In today's competitive and changing environment, organizations experience numerous challenges in achieving their goals. Organizations that work in knowledge based environments face pressure from customers to provide services of good quality. However, increasing employee performance will positively influence the organization's performance and ultimately, the quality of services. Employees Satisfaction is the vital factor in today's globalised economy, where everyone is striving hard to achieve excellence. Satisfaction plays an important role towards motivation resulting enhancement in the productivity possibilities of employee. It has been always a matter of challenge to get committed employees. Every organization strives to obtain organizational effectiveness. It is a high time to recognize the essence of growth and development of the companies.

LITERATURE REVIEW

Baptiste (2008); Edgar et al. (2015) Studies have found significant relationships between happiness and job performance. In the extensive study of Lyubomirsk yet al. (2005a) a Mixture of cross sectional, longitudinal and experimental studies, in total of 225 papers and overall 275 000 participants were examined. They found a correlation between happiness and desirable work--outcomes, such as superior performance and productivity at work.

Rodriguez and Sanz (2011) have claimed that there may be a consistent relationship between job satisfaction and life satisfaction.

McMahon (2006) Happiness has been studied many years ago by many philosophers as Aristotle or Plato and written of history.

Lyubomirsky et al., (2005) one reason why happiness at work matters is because happy people are seen as better employees.

James and Aristotle (1890) numerous philosophers and psychologists claims that the purpose of human life is searching for happiness.

Synder, Lopez, and Teramoto Pedrotti (2011) found Some positive physiologists make a distinction between the concept of happiness and well-being and this distinction is shown in their studies.

Caza and Wrzesniewski (2013) In their study they claimed that well-being is often used as synonym of happiness and wellness. Others have defined well-being as a subjective state of being healthy, happy, satisfied and comfortable and satisfied with one's quality of life.

Caza and Wrzesniewski (2013) subjective well-being (SWB) refers to a set of experiences and constructs not to only one that reflects happiness and satisfaction. Nowadays, subjective well-being (SWB) is defined as cognitive an affective evaluations or judgments of global life satisfaction and specifics domains satisfaction as work.

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Acordding to Maenapothi (2007) happiness at work is when someone enjoy his work and loves what he does at work. The term "happiness at work" is related with job satisfaction because happy employees are more satisfied with their jobs than employees unhappy.

RESEARCH GAP

It has observed from the literature review that its urgent need to work on employee happiness level of employees working in selected ayurvedic medicines manufacturing units as well as very limited studies were found in MSMEs of Gujarat State.

OBJECTIVES OF THE STUDY

The main objective of the study is to investigate the impact of Employees' Happiness level of the respondents.

RESEARCH METHODOLOGY

Research Design - Descriptive Research Design

Sources of Data - Primary - Through Structured Questionnaire and;

Secondary - From the various sources like Ministry of HRD

- Published Government Reports

Population of the Study - Executive and Non Executive employees working in selected Ayurvedic Medicines Manufacturing Units of Bhavnagar District

Sampling Unit - Employees working in selected Ayurvedic Medicines Manufacturing Units of Bhavnagar District.

Sampling Design - Non Proportional – Quota Sampling

Tools for data collection - Questionnaire (Structured)

Number of Employee through Case Processing Summary:

Case Processing Summary			
		N	%
Cases	Valid	68	100.0
	Excluded ^a	0	.0
	Total	68	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.955	15

LIMITATIONS OF THE STUDY

- Primary data relevant for the study may be much depended upon the co-operation of the respondents.
- Respondents' opinion can be biased, which cannot be ruled out.
- The geographical limitation for the primary data collection is limited to Bhavnagar District Only.

DATA ANALYSIS AND INTERPRETATION

The analysis of responses of Executive and Non Executive employees working in selected ayurvedic medicines manufacturing Units of Bhavnagar District carried on using various statistical techniques such as Mean, Standard Deviation, etc.

Reliability Test - Employees' Happiness among selected Ayurvedic Medicines Manufacturers of Bhavnagar District

Cronbach's alpha	Internal consistency	Cronbach's alpha	Internal consistency
$0.9 \leq \alpha$	Excellent	$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable	$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor	$\alpha < 0.5$	Unacceptable

Item Statistics			
	Mean	Std. Deviation	N
"I'm happy when I am treated fairly"	4.62	.624	68
"I'm happy as long as I feel the organization values me and is committed to me as an employee"	4.41	.758	68
"I have to feel trusted by my boss and have a good working relationship with him/her"	4.41	.833	68
"I understand the aims of my organization and the role I play in helping achieve this"	4.44	.835	68
"Happiness for me means being able to develop my full potential at work"	4.47	.837	68
"I need to feel empowered and have a sense of autonomy in my job, in order to be happy in it"	4.38	.847	68
"I experience positive feelings at work"	4.34	.840	68
"I like work that engages my attention"	4.41	.833	68
"I feel a sense of fulfilment when I have a good relationship with colleagues and supervisors at work"	4.44	.761	68
"I am involved with my task and time seems to fly"	4.12	.939	68
"My work offers exciting challenges; I believe I am doing something worthwhile at work"	3.18	1.221	68
"My supervisor's influence determines whether I like my work or not"	2.78	1.391	68
"I am happy at work as long as it does not intrude into my personal life"	2.54	1.440	68
"My work gives me a sense of being, becoming and belonging"	2.53	1.569	68
"My work Gives me the opportunities to use skills and abilities at work"	2.44	1.418	68

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
57.51	142.701	11.946	15

CONCLUSION

Overall Employees' Happiness level of working in selected Ayurvedic Medicine Manufacturing units of Bhavnagar District is at excellent level of consistence and reliability. The research leads to the conclusion that

Good Level of Happiness is prevailing in selected ayurvedic medicines manufacturing Units of Bhavnagar District. It was observed that still employees don't feel much belongingness towards their organizations, employees still feeling the senses that their work is not providing them the opportunity to utilize their best talent and skills for the same. It has also observed that supervisor's urge play major role in place of employees urges. So, in these areas urgent correction and improvement required from the employees' happiness point of view.

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