

## EMPLOYEE SATISFACTION: THE MODERN BRAND OF BUSINESS

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### ABSTRACT

*Employee satisfaction had been verified to be critical factor for organisation's survival and success. Modern businesses consider it as a brand as they want to repute themselves with the aid of providing maximum satisfaction to their employees beyond customer satisfaction. Therefore, it's urgency on the part of the businesses to come up with distinguished factors of providing employees satisfaction which ultimately bring in number of benefits to the business as discussed in the paper. So, providing employees satisfaction means ultimately raising the business towards laurels.*

**Key Words:** Employee, Satisfaction, Business, Brand.

### INTRODUCTION

Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employees' satisfied with their careers should be a major priority for every employer. There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth. Management should actively seek to improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expense best avoided. In recent years, increased attention has been paid to employee satisfaction and loyalty in the management literature. Many studies indicate that loyal employees represent value to a company and loyal employees are more committed to the continuous improvement of service quality (Hart & Thompson, 2007). Employee satisfaction is the gratification or pleasurable emotional state resulting from the valuation of their job (Moorehead & Griffin, 1998).

Employee satisfaction has traditionally been defined as an important motivator for employee performance (Mak & Sockel, 2001). Although business ethicists have stated frequently about the virtues and vices of employee loyalty, the concept of loyalty remains loosely defined (Hart & Thompson, 2007). It has been widely argued in the operations management that employee satisfaction and loyalty leads to higher service productivity, profits, fulfillment of customer needs (Silvestro, 2002). Numerous researches indicate that employee satisfaction is positively related to employee loyalty to their companies (Hom & Kinicki, 2001).

### **CONCEPTUAL FRAMEWORK OF EMPLOYEES SATISFACTION: THE MODERN BRAND OF BUSINESS**

Employees satisfaction is now a days considered as a brand. Here brand means a promise i.e. a promise to provide more employee satisfaction than the competitors. In other terms a brand means a name, symbol, sign etc that distinguishes one thing from other mainly from its competitors. Brand is a promise to deliver the promised services/ satisfaction to the employees with regard to salaries, working conditions, reasonable procurement, proper recruitment, effective selection, career planning, transfers, promotions, due compensations, proper handling of grievances, imparting healthy safety measures, proper delegation, rest with pay, fringe benefits, giving due recognition to employees working, security of job, clear description of the job, role clarity, employees recreation, employees entertainment, employees social satisfaction, creating better understanding among employees, motivating them timely, words of praise, pat on the back if sometimes required, listening to the requirements of the employees carefully, implementing good strategies for the betterment of the employees, creating employees goodwill and market value, justifying them at premium with their competitors, if possible free accommodation, other allowances, bonus, commission, and assistance in all types and forms. If these mentioned things are delivered as per promise to the employees the firm/ Company automatically invites a brand known as “Employees satisfaction”. A firm if having satisfied employees can yield more rather than its competitors, It can even create customer satisfaction resulting in more profits and sustainability, the percentage of employees satisfaction describes the firm's success or failure, the market diversification and expansion, more creditworthiness, goodwill, incessant flow of auspicious and adorable business news and many other things.

So, employee satisfaction generates laudable benefits for the firm that ultimately assists the firm in acquiring strong positioning regarding the firms name in the minds of the customers and employees plays a key part in doing so.

## REVIEW OF LITERATURE

The advantages of employee satisfaction that organisations can enjoy has been illustrated by the researchers such as Malik, Zaheer, Khan and Ahmad (2010), Malik, Ahmad, Saif, and Safwan (2010), AL-Hussami (2008), Bhatti and Qureshi (2007). The researchers have examined the relationship of employee/job satisfaction with various variables and found that job satisfaction of an employee is related to many of the variables showing the advantages. In a study while examining a relationship of different variables the authors found that there is a negative relationship between employee job satisfaction and their turnover (Malik, Zaheer, Khan & Ahmad, 2010). It means that job satisfaction of employees can be used as a tool to stop the employees to leave the organisation. So the more employees are satisfied from their jobs less will be the chances to leave the organisation. The researchers while examining the relationship of organisational commitment, job satisfaction and productivity in a sample of 450 employees found that employee job satisfaction is a positive predictor of employee productivity (Malik, Ahmad, Saif, & Safwan, 2010). It means that the more employees will be satisfied from their work more they will be contributing towards achieving organisational goals in an effective and efficient manner. AL-Hussami, (2008) tested a relationship of job satisfaction and organisational commitment among nurses and found that both the variables were significantly related. So employee job satisfaction helps the employees to work with the organisation with full interest and love. Bhatti and Qureshi (2007) found out that there is a positive relationship of job satisfaction with employee participation, employee commitment and employee productivity. This finding also adds to the advantages of the job satisfaction of employees by adding that at the same time it has a positive effect on three factors like productivity, commitment and participation in work activities. Khan (2007) states that the fundamental objective of performance appraisal is to facilitate management in carrying out administrative decisions relating to promotions, firings, lay Offs and pay increases. Savery and Syme (1996) carried out a study of hospital pharmacists and examined a relationship of satisfaction with issues such as appropriate evaluation systems, rather than with pay or job security, correlated best with increased organisational commitment.

Reid and Levy (1997) recommend that subordinate appraisal of managers could also be undertaken to identify areas of skill and ability deficiency which could be utilized to further the development of these managers. The final product from such a system should be the development of an appropriately trained and skilled workforce. The satisfied employees are the assets of any organisation. Job satisfaction helps the employees to remain in the organisation, work hard with interest, to be affiliated with the organisation and have maximum productivity.

## **SOME PREDICTORS OF EMPLOYEE SATISFACTION**

### **Employee training**

The research indicated that training is shown to positively impact on employee's productivity, which results in higher levels of employee satisfaction (Choo & Bowley, 2007). Employee training provides opportunities for the employees to broaden their knowledge and skills to engage in more efficient teamwork and achieve individual growth and development. Numerous studies observe that workers who receive training report higher levels of job satisfaction than those who do not, and the development of competencies through various training programmes has a positive impact on employee satisfaction (Marie, 1995).

### **Employee empowerment**

Empowerment SS, 'a process of Enhancing Feelings of self Efficacy among Organisational members through the identification of conditions that foster powerlessness, and through their removal by both formal organisational practices and informal techniques of providing efficacy information'. Empowered employees have higher levels of job satisfaction and performance primarily because of their involvement in goal setting and in making decisions that affect their work (Ugboro & Obeng, 2000).

### **Teamwork**

Teamwork means working together, and typically involves groups of interdependent employees who work cooperatively to achieve a common goal. Teamwork can still be a source of employee autonomy, meaningfulness, bonding with team members, and satisfaction. An effective team working together towards a common goal can enhance the motivational properties of work and increase job satisfaction (Griffin, Patterson, & West, 2001).

### **Management leadership**

The relationship between leadership behaviour and job satisfaction has also received a great deal of attention in past research. Prior research has examined the relationships between management leadership and job satisfaction. As leaders take care to help and support the contact employees and are concerned about their needs, these employees will feel more satisfied (Church, 1995).

### **Employee compensation**

Employee compensation systems are most frequently considered as one of the key factors influencing employee satisfaction. Prior researches has shown that employee compensation has a positive influence on employee job satisfaction (Oliver & Anderson, 1994).

### **CONCLUSION**

Employee satisfaction encompasses numerous benefits to the organisations as stated in the paper. By encouraging management leaders to better take care of employees is important way to improve satisfaction. Establishing a long-term relationship between management and employees can enhance satisfaction. Employee empowerment, employee compensation, teamwork and management leadership are good predictors of employee satisfaction.

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