

A STUDY ON MOTIVATIONAL CLIMATE AND ITS RELATION WITH PRODUCTIVITY

SHIVANI MISHRA¹ & SHYAM SINGH INDA²

¹I/c Director, SP University, Vidhyanagar, Gujarat, India

²Department of Social Work, SP University, Vidhyanagar, Gujarat, India

ABSTRACT

Human resource management is a key business operation practices for managing personnel within an organization and is the strategic and coherent approach to the management of an most valued assets – the people working there who individually and collectively contribute to the achievement of the strategic objectives of the organization. Assuming that the employees of an organization are individuals with own mental maps and perceptions, own goals and own personalities and as such they cannot be able to employee both individual and group psychology in order to commit employees to the achievement of organizational goal. Aiming to enable the organization to achieve its strategic goals by attracting, retaining and developing employees, HRM functions as the link between the organization and the employees. A company should first become aware of the needs of its employees, and at a later stage, understand and evaluate these needs in order to make its employees perceive their job as a part of their personal life, and not as a routine obligation. To that end, HRM is very crucial for the whole function of an organisation because it assist the organisation to create loyal employees, who are ready to offer their best.

KEYWORDS: HRM-Motivation, Motivational Pattern in Indian Organization, Organizational Climate and Productivity