

A Study on Employee Satisfaction of Selected I.T Industries in Pune

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Abstract:

I.T. industries are one of the emerging sectors in the recent years and human Resource Management is a core part in any organisation in today's modern world. Employees are the persons who, with their physical or technical skills enhance the growth of any organisation. Therefore, employee satisfaction is the main ingredient to the development of the industry thereby increasing development of the country. The aim of this research is to find out the level of satisfaction in selected I.T. Companies in Pune. The study is empirical in nature. For this purpose, the Researcher collected the data through a structured questionnaire from 137 respondents from different I.T Companies and its branches in Pune. The Researcher used percentage method to analyse the variables. The outcome of the study was that there is a significant level of satisfaction on the employees of selected I.T. companies, although there is, still a room for improvements.

Keywords : Employee , Job satisfaction , It sectors in Pune

Introduction:

I.T. sector has shown a tremendous growth over the last few decades. Since, it's a growing sector, the demand for the manpower is still growing. Therefore, managing the manpower becomes an important and core area of these organisations. It is the most important of all resources. Manpower is the right resource through which the management is able to direct and control resources like material, money, machines and others. Job satisfaction is the most studied field of organisation behaviour. If the

employees are satisfied at work, it could be a reflection of good treatment. Employee satisfaction is generally considered as the driver of employee retention and employee productivity. Satisfied employees are a precondition for increasing productivity, quality and customer service. The result of the study of employee satisfaction works positively for both employees and employers.

Literature Review:

1. Anna Salanova and Saini irmanen in their thesis on “Employee satisfaction and Work Motivation” submitted in March 2011 to Mikkeli University of applied Science emphasizes the level of satisfaction of employees in Prisma Mikelli. It has also included parameters such as Leadership, Work Culture and Motivation.
2. Research work done by Ja Vanden Berghe in 2011 on “Job Satisfaction and Job Performance at work place” aims at defining the determinants of job satisfaction and to investigate the relationship between job satisfaction and job performance and the influence of job satisfaction on job performance.
3. A study on Job satisfaction for IT industry by T Sanjeev, G. Bhavani and Ganga Devi published in the journal of proceedings of 10th International Conference on Science, Technology and Management, in November 2017 gives an exploratory research done on literature review to find out the core areas of satisfaction for

employees. The researchers concluded with finding out six core areas which satisfy the employees of IT industries. Workload and stress, financial rewards and relationship with manager being ones amongst the six factors.

An Overview of the Companies

1. Cognizant Technology Solutions:

Cognizant Technology Solutions is an American multinational company that provides custom information technology, consulting and business process outsourcing which was established in the year 1994 as an in-house technology unit of Den and Bradstreet. Later in 1996, it started serving external clients. Cognizant IPO was launched in 1998. It has its headquarters in Teaneck, New

Jersey(U.S.) Fransisco Dsouza is the CEO and the Member of Board of Directors. Mr. D'souza joined Cognizant in the year 1994 as the co-founder . During his tenure as CEO, Cognizant employee base has grown from 55,000 employees to nearly 3,00,000 employees(2,81,400 employees globally out of which around 1,50,000 employees over 10 locations in India). At present Cognizant has its delivery models globally in UK, Spain, Canada, Philippines, Argentina and others with all their employees of India working on work from home model since March 2020.

As a result of strong growth it is the first software company to be listed in NASDAC-100. Cognizant has also been named as the member of S&P 500, the Fortune 500, the Forbes Global 2000 and the Forbes Fastest Growing Tech Companies. In 2017, the Company was listed in Fortune 50 list.

2. Infosys Limited

Infosys Limited was founded by N.R. Narayan Murthy on 2nd July 1981 in Pune. Its headquarters is based in Bangalore. Infosys Limited is an Indian multinational information technology Company which provides business consulting, information technology and consulting services. It is the second largest I.T firm in India after Tata Technology services. It has 82 marketing and sales offices spread over 123 countries. Infosys has a total of 259619 employees (as of 2021) with 38.5% being women and around 89% employees based in India. On 24th August 2021, Infosys became the fourth largest Company to cross the 100 million dollars limit in market capitalization.

Objective of the Study:

1. To study the satisfaction level of employees in I.T industry with special reference to Cognizant Technology Solutions and Infosys Limited in Pune.
2. To make suggestions for improvement.

Statement of the Problem:

Today, I.T industry is one of the core industries in service sector area and also in the development of the country and employee satisfaction and growth of the industry has a direct relationship hence, the researcher felt the need to study the employee satisfaction level for the facilities provided by I.T Companies in Pune region.

Hypothesis:

H1-Employees are highly satisfied by the facilities provided by I.T Companies.

Method of Data Collection:

1. Primary Data:

Primary Data was collected through distributing 150 structured questionnaires with both close ended and open-ended questions to the employees of Cognizant Technology Solutions and Infosys Limited with 137 respondents.

2. Secondary Data:

Secondary data was collected from books, research journals, articles, magazines, newspapers, periodicals, related articles, websites, etc.

Methodology:

The proposed research is an empirical research based on primary data collected from 137 respondents from different branches of Cognizant Technology Solutions and Infosys Limited in Pune city.

Techniques and Statistical Tools:

Being qualitative data, percentage method would be taken to arrive at the level of employee satisfaction and non-satisfaction taking 137 employees of 4 different centres of Cognizant Technology Solutions and Infosys Limited in Pune city as 100%.

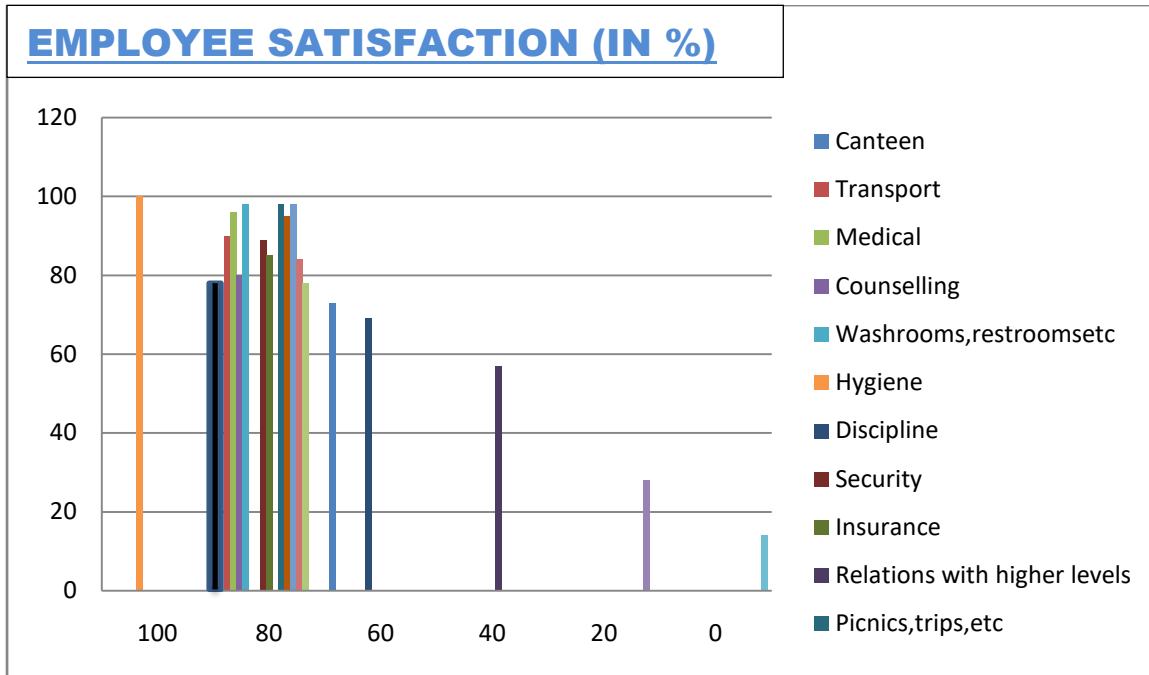
Scope and Limitations:

1. The scope is limited to Pune city only.

2. The study of employee satisfaction of the services of I.T Industry, only Cognizant Technology Solutions and Infosys Limited in Pune is taken into consideration.
3. The sample is limited to 137 respondents.
4. The study is done from the employees on their experience and satisfaction level during pre-pandemic period and cannot be generalised during pandemic period and post pandemic period.

Findings:

Facilities	Customer Satisfaction in %
Canteen	85
Transport	89
Medical	94
Counselling	85
Washroom, Restrooms, etc	98
Hygiene	100
Security	89
Insurance	86
Relations with higher levels	57
Picnics, trips, etc	98
Cultural Celebrations	95
Games	90
Pay Scales	84
Bonus	78
Promotion	38
Overseas Packages	14



Analysis and Interpretations:

From the primary survey conducted for the purpose of research, it is seen that the company has fulfilled in satisfying their employees by providing all the necessary facilities like canteen, security, Insurance, medical facility, etc. Cognizant Technology Solutions and Infosys Limited has been able to satisfy 85% of its employees for canteen facility and 94% of the employees for medical facility. 84% of the employees and 78% of the employees are satisfied with the Pay scales and Bonus programs. It is because, both the selected companies withstand in the international market for long period and employees feel proud to be a part of it.

Transport and Insurance too, gain a good percentage of satisfied employees as 89 % and 86% respectively.

As I.T industries job relates with the sensitive and confidential information on their systems, hygiene has to be well maintained in such industries, Cognizant Technology Solutions and Infosys Limited has succeeded in it as 100% employees are satisfied with it.

As far as Entertainment is concerned, employees are very well satisfied with 98% of employees being satisfied with Picnics and trips, 95% of employees being satisfied with cultural celebrations

and 90% employees are satisfied with the games. As a result, both the companies successfully removes the stress from their monotonous jobs.

As far as security is concerned, 90% of the employees are satisfied with the security systems and procedures whilst counselling facility gains 85%.

Where relations with higher levels was concerned, only 57% of employees were satisfied.

Promotion package and overseas packages gain very less percentage of satisfaction as there were only 38% of employees who were satisfied with the promotion package and only 14% of employees were satisfied with the overseas packages.

Suggestions:

The Researcher after analysis and interpretation, has recommended for following suggestion:

1. In today's modern fast growing world, every individual wants to reach at higher positions, therefore the company should enhance promotional programmes in order to reduce the employee turnover.
2. Human Relations and Personnel relations play a very important role in any organisation, keeping this point in view, top levels management must pay frequent visits in the campus and should have also have face to face discussions with their employees so that employees feel that they are an integral part of the management.
3. As the Company's majority clients are overseas, the Company must take care that majority of their employees be offered overseas packages as today's young generation get easily attracted towards the companies which offer overseas packages.
4. The Company must also enhance various financial awards periodically to increase the motivation of their employees. As rightly quoted by Management thinkers, higher the motivation, higher the satisfaction of the employees.

Conclusion:

As the Percentage level of satisfaction of majority of the facilities provided is high, the researcher has felt that Cognizant Technology Solutions and Infosys Limited has achieved a higher level of satisfaction of its employees. Hence, H1- accepted.

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