

SUBMISSION OF PROJECT SYNOPSIS AND GUIDE ACCEPTANCE FORM

(To be submitted to the Project Steering Committee)

PART A: Synopsis Registration

I. Student Details:

- 1. Name of the Program:** Bachelor of Business Administration (BBA)
- 2. Name of the Student:** Abhijith S
- 3. Roll Number:** 2214511964
- 4. Session & Year:** Semester 5, Year 3
- 5. Elective:** General Management

II. Project Details

6. Title of the Project: "A Study on Employee Motivation and Its Impact on Organizational Productivity in the Retail Sector"

7. Introduction and Review of Literature: Employee motivation is a critical determinant of organizational productivity. In the highly competitive retail sector, motivated employees are crucial for driving sales, providing exceptional customer service, and achieving organizational goals. However, the industry often faces challenges such as high turnover rates and low employee engagement, making it essential to study effective motivation strategies. Previous studies have focused on various aspects of employee motivation, such as the role of financial incentives, recognition programs, and professional growth opportunities. For instance, Herzberg's Two-Factor Theory highlights intrinsic and extrinsic motivators, while Maslow's Hierarchy of Needs emphasizes the importance of addressing both basic and psychological needs to enhance productivity. Despite these studies, there remains a gap in understanding how motivation strategies directly impact productivity in the retail sector, particularly in the Indian context. This study aims to bridge that gap by exploring effective strategies and their measurable outcomes.

Problem Statement: Retail organizations struggle with high employee turnover and inconsistent productivity levels due to a lack of effective motivation strategies.

Purpose: The study aims to analyze the relationship between employee motivation and productivity, identifying key drivers and barriers within the retail industry.
Scope: The research will focus on medium-to-large retail chains in urban areas of India, involving employees at various hierarchical levels.

8. Objectives of the Study:

- To identify the primary motivational factors influencing employee performance in the retail sector.
- To analyze the impact of motivational strategies on organizational productivity.
- To evaluate the role of financial and non-financial incentives in employee engagement.
- To provide recommendations for improving motivation and reducing turnover in retail organizations.

9. Research Methodology and References:

The research methodology will involve a mix of primary and secondary data collection.

Research Design: Descriptive research design will be adopted to understand and analyze the existing motivation practices in retail organizations.

Data Collection Methods:

- o Primary Data: Surveys and structured interviews will be conducted with retail employees and managers.
- o Secondary Data: Industry reports, previous research papers, and organizational case studies will be reviewed.

Sampling Design:

- o Population: Employees and managers from medium-to-large retail chains in urban areas of India.

- o Sampling Frame: Employees across sales, customer service, and managerial roles.
- o Sampling Technique: Stratified random sampling to ensure representation across hierarchical levels.
- o Sample Size: 100 respondents from five retail organizations.

Data Analysis Tools: Quantitative data will be analyzed using statistical tools like SPSS, while qualitative insights will be drawn from thematic analysis of interview responses.

References:

- Herzberg, F. (1968). One More Time: How Do You Motivate Employees? Harvard Business Review.
- Maslow, A. (1943). A Theory of Human Motivation. Psychological Review.
- Retail Industry Reports (2023). India Retail Forum.

III. Guide Details:

(I was not able to find a guide on my own. I have sent an email regarding this to project.bba@onlinemanipal.com.)

10. Name of Proposed Guide:

11. Guide Registration No. (If available):

12. Designation:

13. Affiliation:

14. Qualification:

15. Total Experience:

16. Communication Address:

17. Contact No.:

18. E-mail ID:

PART – B: Guide Acceptance

I, Dr./Mr./Mrs. _____ with working as hereby confirm my willingness to guide Mr./ Ms. Reg No. _____ for the topic (title of the project) during the period _____ (month/year) to (month/year).

Place:

Date: _____ (Signature of the Guide)

(Note: A Guide needs to get registered with the University if he/ she is guiding a MUJDOE project for the first time. Guide Registration form can be downloaded from the LMS portal)

DECLARATION

I hereby declare that this project synopsis is an original work carried by me and has not been/will not be submitted to any other University for fulfilment of any course of study.

Place: Alappuzha, Kerala

Date: 30/11/2024

(*Filled in application forms to be signed by both student and the Guide. Forms must be scanned in either .pdf/.doc format and submitted through the LMS student's Login. For uploading, please refer section 2.1.5 of this document)

(Signature of the Student)



PROJECT GUIDE REGISTRATION FORM

(To be submitted to the Project Steering Committee)

1. Name:

2. Date of Birth:

3. Present Employer:

Affix Your Latest Photo

4. Designation:

5. Contact Details:

i) Residential Address:

ii) Office Address:

iii) All communications to be sent to: Residential/ Official address (tick anyone)

iv) Contact No.:

v) E-mail id:

10. Education Qualification (start with highest qualification): (Please attach photocopies of degree certificates)

S. No.	Name of the Degree	Specialization	Year of Passing	Institution/University	Class Obtained

11. Area of Specialization/Interest:

12. Total yrs. of Experience: (Please attach photocopies of Experience letters)

S.No.	Name of the organization	Designation	From	To

I hereby declare that the information provided by me is true. I agree with the rules and regulations given by the University.

Signature (Proposed Guide)

(FOR OFFICE USE)

Following details have been verified

Sl. No		Yes	No
1	Qualification		
2	Experience		
3	PAN Card (in case of Domestic Guide)		
4	Passport (in case of Foreign Guide)		
5	Approved for Department / Specialization		

Signature

(Faculty in-charge)

Signature

(Project Steering Committee)

(Note: Filled in Registration forms must be scanned in either .pdf / .doc format and submitted along with credentials (Scanned copy of Degree Certificates, PAN Card (for Domestic Guide), Passport (for Foreign Guide) and Experience Certificates of the proposed guide) on LMS portal- link).