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.

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:

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PART – B: Guide Acceptance

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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)

ANNEXURE II