

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.

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