

# **Topic: Influence of organisation's growth on employee motivation**

## **INTRODUCTION**

There are different companies across the world which are highly competitive and they are putting the best efforts for sustaining success in the business environment. It is easy for successful and profitable companies to motivate employees more. Every company wants to retain the best employees and overcome the challenges of the business world. There is a direct relationship between growth and development of organisation on employee motivation. There are various strategies developed by companies so that they can attain success. This directly influences employee motivation. Research is conducted for evaluating the effect of an organisation's growth on employee motivation. This research is done in the context of a UK retail organisation naming Marks and Spencer.

### **Research aim**

“To analyse the influence of an organisation's growth on employee motivation. A case study of Marks and Spencer”

### **Research objective**

- To understand the need and importance of employee motivation within a company
- To assess impact of organisation success on employee motivation
- To evaluate the ways to enhance employee motivation

### **Research questions**

- What is the need and importance of employee motivation within a company?
- What is the impact of organisation success on employee motivation?
- Describe the ways to enhance employee motivation?

## **LITERATURE REVIEW**

### **The need and importance of employee motivation within a company**

It is concluded by the views of Fatra, and Heryanto, (2019), employee motivation is termed as the activities which increase the urge to do more effective work for the company to increase productivity. Employee motivation is known as the key to the success of the company. In the same manner, if the company is growing in a fast manner then employees feel motivated. There is utmost importance for companies to manage the effectiveness of employee functioning. Employee motivation is very important as it consists of different aspects such as level of

commitment, innovation and energy. There is also a requirement of maintaining and improving the motivation to enhance the level of business efficiency. There is a need for managing the efficiency of the company properly by maintaining motivation among employees. There are different benefits that a company can have when employees are motivated. An employee who has more motivation can work more productively and this will lead to more output. Innovations within the company can be done when there are motivated and enthusiastic employees. There are different ways for managing the employee motivation and these are needed for improving the condition of business working.

### **Impact of organisation success on employee motivation**

From the viewpoint of Campos-García, I. and Zúñiga-Vicente, (2019), It is concluded that there is a direct relationship between the company's growth and employee motivation. There are various multinational companies like Marks and Spencer and these are making profits all over the world. These companies do not have to focus much on employee motivation. The workers and employees working in such companies are directly motivated for working in a reputed company that is making more profits across the world. It is concluded that employees in profitable companies are given various benefits, incentives and bonuses. These increase the level of their working efficiency. Moreover, when the company is making more money and profits, it is easy to influence the employees to work harder and attain organisational goals. There is a need for managing change and development within companies which are growing. It is a basic need for the company to have motivated employees to attain success. Organisational success can be achieved by managing the efficiency and effectiveness of work.

### **Ways to enhance employee motivation**

This is concluded from the views of Kurniawan, and Heryanto, (2019), employee motivation is affected positively by an organisation's growth. The main objective of a different business is to enhance the profit and money earned. The generation of profit within the business environment indicates providing a quality service and product within the market. There is a positive effect on employee motivation on employee motivation. This helps manage business activities and achieve organisational goals and objectives. There are various companies which reinvest in the amount of profit for expanding business opportunities. There is importance for the companies to manage and increase market share by generating an effective future. There is a need for the companies to allow livelihood of owners, employees and managers for generating positive goodwill.

## **RESEARCH METHODOLOGY**

In this research, the survey is conducted in which 30 respondents are chosen. Also, secondary data is used for making interpretations. There are several articles and journals related to employee motivation used for making conclusions for this research. This research is useful for managing and developing interpretations of employee engagement and motivation. A survey is conducted and the questionnaire is made. Different respondents are asked questions about employee motivation and involvement. It helps us know about the thoughts and views of respondents and making interpretations.

## REFERENCES

- Fatra, A. and Heryanto, H., 2019. THE EFFECT OF IMPLEMENTATION OF POPULATION ADMINISTRATION POLICY AND EMPLOYEE MOTIVATION ON QUALITY OF SERVICE AND ITS IMPACT ON COMMUNITY SATISFACTION IN ISSUANCE OF BIRTH ACCESS (Case in: The Department of Population and Civil Registration of the Dharm. Archives of Business Research, 7(7), pp.155-165.
- Campos-García, I. and Zúñiga-Vicente, J.Á., 2019. The impact of a leader's demographic and professional characteristics on employee motivation and employee Relations.
- Kurniawan, H. and Heryanto, H., 2019. Effect of Work Discipline and Work Environment on Employee Performance with Work Motivation as an Intervening Variable in Department of Tourism, Youth and Sport of Padang District. Archives of Business Research, 7(7), pp.88-101.
- Avci, B., 2020. Research methodology in critical mathematics education. *International Journal of Research & Method in Education*, pp.1-16.
- Flick, U., 2020. *Introducing Research Methodology: Thinking Your Way Through Your Research Project*. SAGE Publications Limited.
- Dion, M.L., Díaz Ríos, C., Leonard, K. and Gabel, C., 2020. Research Methodology and Community Participation: A Decade of Indigenous Social Science Research in Canada. *Canadian Review of Sociology/Revue canadienne de sociologie*, 57(1), pp.122-146.