

TOPIC: Influence of organisation's growth on employee motivation

INTRODUCTION

Different companies are competing with each other, by putting the best efforts to sustain in the business environment. Employees are motivated in well-established and successful companies making them to increase their productivity. Successful companies prefer dedicated and best employees to ensure that all challenges are overcome providing them with success. There is a direct relationship between growth of the company on employee motivation. Various strategies and plans are made to attain success for the company. As the company gain success it automatically gives motivation to the employees. This research is done in context of a UK retail organisation naming Marks and Spence. This company offers clothing, home products and food products in different countries. This company was founded in the year 1884 by Michael Marks and Thomas Spencer.

Research aim

“To analyse the influence of 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 the relation between organisation's growth and employee motivation
- To evaluate the positive impact on employee motivation due to organisation growth

Research questions

- What is the the need and importance of employee motivation within a company
- Describe the relation between organisation's growth and employee motivation
- Provide explanation on positive impact on employee motivation due to organisation growth

BACKGROUND

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 increases the urge to do more effective work for the company in order to increase productivity. Employee motivation is the main factor related to success of the company. Also when the company starts getting recognition and success employees automatically starts feeling motivated. The main goal of the company is to ensure that monitor and maintain the efficiency of the employees. Employees motivation consists of different aspects which directly affects their productivity such as level of commitment, dedication and level of energy. Employees motivation is needed at regular intervals to ensure that it increases their productivity. Companies are at huge profit if the employees are hardworking and motivated. When an employee is motivated, it will give more efforts and dedication which will lead to get achieve goal easily and before the time. Motivated employees are more productive which can also help to get new strategies, plans and different innovation ideas which is beneficial for the company. There are multiple ways to motivates the employees and different new methods should be added at regular intervals to provide at most motivation to the employees.

Relation between organisation's growth and employee motivation

From the viewpoint of Campos-García, I. and Zúñiga-Vicente, (2019), It is concluded that there is direct relation between company's growth and employee motivation. There are various multinational companies like Marks and Spencer and these are making profits all over the world. Employees working in such successful companies doesn't require much motivation as the reputed company and their policies already help them be to be motivated constantly. Various types of extra bonus, different policies, extra incentive are some things which keeps the employees motivated. When the company is gaining profits, the employees are influenced to work more harder which leads to achieve the goals earlier than the set deadline. The small companies and the growing companies are constantly needed to manage and the change things within the companies to ensure success. Organisational success can be achieved by managing the efficiency and effectiveness of

work.

Positive impact on employee motivation due to organisation growth

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

RESEARCH METHODOLOGY

Research methodology is known as the framework for managing and identifying various information and data needed for completing the research work. This provides help in conducting the research effectively and attaining success (Avcı, 2020). Research methodology will include research philosophy, approaches, design, data collection and so on.

Research philosophy – It is defined as values and beliefs of an individual for collecting and gathering information about the research topic. Basically, there are two type of research philosophies such as intepretisism and positivism. In context of intepretisism research philosophy, there is process of identifying small sample size and collecting accurate data. There is a qualitative information evaluated in this type of research (Flick, 2020). For conducting this research, investigator is using intepretisism research philosophy.

Research approach – The two type of research approaches used for completing research are inductive and deductive approach. The inductive approach requires to analyse particular theory for conducting the research. On the other hand, deductive approach includes examining present theory in context of research topic. Inductive approach is used for completing this research.

Research design – This can be described as the research practice that is used for developing or creating strategy for collecting data and analysing it in proper manner. Research design are classified into three parts such as descriptive, exploratory and experimental. In this research, investigator is considering descriptive research as this will help identifying and analysing information in correct and accurate manner.

Type of investigation – There are different types of investigation used for completing the research work. This includes following -

- **Qualitative investigation** – It is the research for managing in depth analysis of the research topic (. Dion, M.L., Leonard, and Gabel, 2020). This focuses upon managing the need and importance of research topic effectively.
- **Quantitative investigation** - This is known as systematic approach used by the researcher for collecting information and data for conducting research work.

In this investigation process researcher is considering mixed approach that includes both qualitative and quantitative approach.

Data collection sources – Data collection refer as a process of identifying data as well as gather it form different sources.

- **Primary data collection** - This is known as the first hand information used for completing the research work.
- **Secondary data collection** – Secondary data collection sources includes online data, interest sources, books and journals, government papers, business documents and many more.

In this research project, investigator has used both secondary and primary data collection methods.

Sampling – Sampling is a significant process which will support in determining the number of people needed for conducting the research. In the following research, sampling size is 30 respondents.

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