SYNOPSIS

Title: ORGANISATIONAL DEVELOPMENT WIPRO BPO

ABSTRACT

The aim of this study was to investigate the impact of organizational Development on employee motivation & organisation growth. The domains of organizational Development (organizational values, individual beliefs, working environment, and employee relationships) and the employee motivation were investigated by the researcher in this study. In order to find the Development-motivation link, mixed method approach for data collection has been used to collect data required to complete this study. The researcher, by the help of Pearson's and Spearman's Correlation methods has been able to find a positive correlation between the two. The results of this study were that organizational Development has its impact on employee motivation and indirectly on the organizational performance as well. The better the organizational Development higher will be the motivational level of employees.

INTRODUCTION

In this contemporary corporate world, every organisation aims to get the best possible performance from its employees. Human Resource Management is one of the important assets of an organisation as it deals with the people working over there (Griffin, 2007). By implementing suitable motivational policies and principles, HRM buys the commitment of employees. In order to achieve the organisational goals, employees of that very organisation need to be motivated properly to get the optimum results out of them. The topic of this research is 'Impact of Organisational Development on Employee Motivation' of Wipro Bpo ltd. (Brown, 1998) states that there is an essentially important link between organisational Development and motivational factors and thus both of them are responsible for the performance level of an organisation. Brown further described motivation as an important element to be present for better performance of an organisation.

RESEARCH QUESTION

Critically examine and analyse the impact of organisational Development on organisation growth and employee motivation.

AIMS AND OBJECTIVE

- Is organisational Development strong enough to motivate or de-motivate employees?
- Analyse the impact of organisational Development on company performance.
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JUSTIFICATION OF THE TOPIC

Alvesson, M (2002), describes organisational Development as an issue in management practise, organisation theory, and in academic research as well. He has stated many reasons for this: the cultural dimensions are central in all aspects of organisational life. Even in those organisations where cultural issues receive little explicit attention, how people think, feel, value and act are guided by ideas, meaning and beliefs of a cultural nature. Whether managers think

that Development is too soft or too complicated to bother about, or whether there is no unique corporate Development, does not reduce the significance of Development. Senior organisational members are always, in one way or another managing Development. Development is as significant and complex as it is difficult to understand and use it in a thoughtful way. Even in this contemporary business world, there is often a lack of deeper understanding of how people and organisations function in terms of Development so as to achieve the organisational goals. Davenport and Prusak (2000) suggest that Development is highly significant for how companies and other organisations function: from strategic change to everyday leadership and how managers and employees relate to and interact with customers as well as to how knowledge is created, shared, maintained, and utilized.

INTRODUCTION

This is an important chapter of the research, and it aims at providing an overview of the methodology and research design selected to investigate the impact of organisational Development on employee motivation. According to Kumar (2008), research is an intensive and purposeful search for knowledge and understanding of social and physical phenomena. He further described it as a scientific activity undertaken to establish something, a fact, a theory, a principle, or an application. According to Hudson (adapted from Kothari, 2008), ''all progress is born of enquiry. Doubt is often better than overconfidence, for it leads to enquiry, and enquiry leads to invention''. This is one of the best quotes that will help to understand the significance of research.

RESEARCH DESIGN AND RESEARCH METHODOLOGY

According to Creswell (2013), research methodology as a path or set of rules for the evolution of research claims and the validation of the knowledge gathered by the researcher, while as the research design is considered as research blueprint. His thoughts were backed by Sekaran (2003) who stated that research methodology is a regulatory framework established to collect and evaluate existing knowledge in order to serve the purpose of arriving at, gain, and validate, new knowledge. Cooper and Schindler (1998) defined research methodology as one of the important challenges confronted by a researcher. They further defined the essence of research by mentioned it as consumptive one and maintained that it must be purposeful. Besides being a simple frame of study, research methodology serves an important purpose of identifying the

research tools and strategies to be applied, and finally relating their use to the research objectives. Sekaran (2013) has further mentioned its importance by stating that the significance of research methodology can be understood by the fact that it can easily define the activity of a specific research, its procedural methods, and strategies in order to measure progress that is important for the research success. Research design, on the other hand articulates the tools through which the empirical data will be collected and analysed (Punch 2015). However, Singh (2018) defines research design as a mapping strategy and maintained that it is essentially a statement of the object of the enquiry and the strategies for collecting the evidences, analysing them, and finally reporting the findings. More importantly, Punch (2016) states that it helps in relating the data collected with the research objectives, hence facilitating the means to achieve the end results.

Although being different academic constructs, Punch (2015) defines research methodology as more holistic then research design.

PRIMARY DATA COLLECTION

Primary data are created for the specific purpose of answering the research questions at hand . She further explained that the researcher can determine exactly what data will be collected and can identify the specific tools to be used.

Author has decided to use questionnaires and telephonic interview as tools to collect primary data. Questionnaire is the most common tool used to collect primary data (Saunders et al 2009). These are the structured surveys that are self-administered by subjects. In order to collect the data necessary for this research, questionnaire based on 20 questions has been sent out to the desired participants. In order to investigate the impact of organisational Development on employee motivation, most of the questions are asked with an aim to find the link (if any) between organisational Development and employee motivation. Moreover, telephonic conversation with about 10 employees of the Wipro Bpo has been planned. The main objective of telephonic interviews is to gather more knowledge and the perceptions of the employees regarding the Development of the Wipro Bpo and how they relate it to the work motivation. As stated by Johnson (2002), questionnaire is mostly based on more close questions and it limits a participant while answering, within 'yes' or 'no', while as interviews are more flexible and they provide room for interviewees to answer in more depth, helping a researcher to gain

external knowledge. Although the sample size of interview is small, but it was conducted in order to gain more and in-depth data to increase the validation of the research.

SECONDARY DATA COLLECTION

Secondary data is as important as primary data because it helps to provide an insight into the subject matter of what is already known on it (Creswell, 2003). As suggested by Lancaster (2005), secondary data collection is of great significance, in that it is used to define and refine the approach to a research problem. This type of data collection depend on various factors like, circumstances of the data collection procedure, research objectives, amount of data available, cost and time considerations, and so on. This research encompasses ideas and results from past studies on the subject. The author has put in the relevant literature from books by various authors. Moreover, data has been collected from various management journals. **Sampling**

According to Powell (2015), sampling is often one of the most crucial steps in research. In fact, rigorous sampling methods have been developed and used primarily within the context of survey of research. However, according to Lancaster (2015), the basic logic and many of the specific techniques of sampling are equally applicable to other research methods such as content analysis, experimentation, and even field research.

PURPOSIVE SAMPLING

According to Sekaran (2013), purposive sampling is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. The researcher in this study has used purposive sampling so as to gain the desired information, in that employees from specific departments and middle management have been selected such as (sales managers, insurance department, and customer advisors). In order to investigate the impact of organisational Development on employee motivation, it was essential to know how motivated people in different positions are and what their perception about the Development of the Wipro Bpo is. In this type of research, purposive sampling has been found best suited to the situation, in that it makes easier to answer the research question (Sekaran, 2013).

RESEARCH HYPOTHESIS

Researcher has claimed that organisational Development is one of the important factors within the working environment to have an impact on the motivation of the people working within it. Although various authors have stated organisational Development as a main component of business, most of the companies till date, do not believe that the organisational Development can influence the behaviour of the employees. To obtain the correlation between employee motivation and organisational Development researcher has used variables which are represented by 'OC' and 'EM'. Where OC represents organisation Development and EM is for employee motivation. The hypothesis is based on six questions (3 from each variable): OC1, OC2, OC3 for organisation Development and EM1, EM2, EM3 for employee motivation. All the responses to these six questions were analysed by using SPSS software to get the co-relation between the two.

ETHICAL ISSUES

According Saunders et al (2018), ethical issues are worth consideration in every research. They further explained that the trust building between the researchers and researched and the help by the people to gain access to the organisation are the important factors in order for a good data collection. However Cresswell (2013) states that every care is to be taken in order to build a good relationship with researched. There are various ethical issues related to every research like, building a close relationship with researched, researcher must report the data collected data without any wrong interpretations and so on (Kumar, 2017). According to Brown (2013), it is of much importance for a researcher to address issues like confidentiality, anonymity, openness of participants, and feedback to the organisation. According to Saunders et al (2018), there are some important things to be kept in mind while conducting a research and these are as below;

It is the primary duty of a researcher to inform a participant, the aims, methods, anticipated benefits, potential hazards of the study (if any), or any discomfort it might entail.

There has to be no pressure or threat on the researched while collecting information from him/her.

LIMITATIONS OF THE RESEARCH

According to Gray et al (2017), research by its nature is limited to a range of either individual or group behaviour. Secondly, a research is not capable of generating a broad range of data about the characteristics of large populations. Patton (2000) argues that no research is perfect, there are always limitations. Moreover, this research has many limitations:-

- Researcher had limited time to conduct this research due to time constraint.
- Sample size is not too large which makes research limited to few thoughts.
- Research was conducted on particular branches which restricts researcher to cover a broader area.

SCOPE OF IMPROVEMENT:

Although we see that majority of the employees feel that the organization has an effective culture and the employees even appreciate their teamwork but if we analyze the questionnaires deeply we see that some of the employees are still not satisfied with their organization. Thus in order to improve the present situation the organization needs to fulfill all the employees' aspirations. This the firm can do in many ways:

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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