PREFACE

Very soon, the thinkers identified the problem of modernized world that, it is necessary to bring about a ‘match’ between the abilities of the individuals and the several skills demanded by the different jobs available in the market. This had led to the identification of the motivational factors work motivation became a hot topic for researches for last seven decades. They were anxious to identify the forces that affect the ‘energy’ which the workers invest in work when people work, why do they work hard? This is the question in which mankind took interest for hundreds of years. In the past, the readymade answer to this and to similar other questions was simple, stereotyped and at the best superficial, “Money makes people work or makes them work hard”. As a result of many investigations were done concerning Work motivation, Job per performance, Work adjustments and Job satisfaction. It believed that “A happy worker is a productive worker”. This view became so popular and accepted as an axiomatic principle. But, closer examination proved this view of little value because it was not enough to clear the essential issues. To my knowledge such research work has not been conducted for Sugar Industry in Gujarat State. In this research the job satisfaction in the employees of sugar Industry has been made.

An attempt has been made to examine the impact of job satisfaction with respect to various dimensions such as work culture, compensation, employee relation with the management, etc. The study evaluates the level of job satisfaction amongst the employees of Sugar Industries and identify the various areas of improvement in order to achieve higher levels of job satisfaction and thereby suggest the appropriate measures for higher employee job satisfaction which my lead to the growth of the company as a whole, proving its worth to the future growth of the companies. The major statistical tools which were applied for data analysis are: Chi-Square test, Factor Analysis, Correlation-Regression Analysis, Multiple Regression Analysis, Discriminate Analysis, Cluster Analysis and Structural Equation Modeling. The study reveals the job satisfaction levels of the respondents and the factors affecting them. The major areas requiring attention of the companies in order to increase the job satisfaction levels are: Work Culture, Work Environment, Recruitment Policies, Pay Structures and Nature of job. The companies should frame appropriate strategies to improve the existing status of these components, thereby leading to higher job satisfaction and improved employees productivity.