“CORRELATION BETWEEN JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY WITH SPECIAL REFERENCE TO PUBLIC AND PRIVATE TELECOMMUNICATION SECTOR IN MADHYA PRADESH”

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Purpose of the Study:

Telecommunication sector in any country serves a great role to connect people mentally without coming in contact face to face. For the human being it is the basic need of human existence to stay connected with society and individual person. Today’s telecom industry in India is characterized by cut-throat competition and fast changing technological environment. Public and private telecommunication sector are leaving no stone to enhance their market value.

Presently Job satisfaction and employee productivity have defined the value of employee in the organization. Indian telecommunication sector is continuously raising the number of telephones services of the public and private sector. The study considered job satisfaction in public and private telecommunication sector employees mainly as a factor of employee productivity which shows the worth of employee in the company. The study also focuses on the impact of gender and different age group employees on job satisfaction in public and private telecommunication sector.

Though telecom sector is largely contribute in growth of the country that directly relates to the products and services it provide and aimed to find out correlation between job satisfaction and employee productivity in public and private telecommunication sector in Madhya Pradesh.

Reasons to Focus on Telecommunication Sector:

- Telecommunication sector considered as a backbone of industrial and economic development in India.

- According to the TRAI currently India is the world’s second largest market of telecommunication service provider.

- There is cut throat competition among public and private telecommunication service providers. Public sector have 57% market share in wired telephone services and every private sectors have less than 20% market share in service providers.

- BSNL, public telecom service provider is connecting rural and urban areas in all over the India and private telecom service provider’s mainly focuses on urban areas and less on rural areas for development.
To find the factors that affect job satisfaction of telecommunication sector employees and also affects the employee productivity in both public and private sector.

To find gender and different age group employees affects job satisfaction and employee productivity in public and private telecommunication sector.

**Present Research:**

This research is about finding out the correlation between job satisfaction and employee productivity in public and private telecommunication sector. In this study job satisfaction and employee productivity is examined.

Difference between job satisfaction and employee productivity in public and private telecom sector is examined.

The uniqueness of the research lies in its attempt to decode the correlation between job satisfaction and employee productivity in public and private telecommunication sector and impact of job satisfaction of different gender and age group employees on employee productivity. Factors that affect job satisfaction and employee productivity are also defined.

**Need For the Study:**

The existing literature is complete with the studies on job satisfaction and employee productivity. There is no dearth of work to explain job satisfaction and employee productivity in above mentioned constructs. There are some studies to understand job satisfaction and employee productivity but in telecommunication sector in India and Madhya Pradesh stands out as a unique proposition as none of the earlier works explained correlation between job satisfaction and employee productivity in public and private telecommunication sector.

The present study is an effort to fill the knowledge gap which has existed in job satisfaction and employee productivity and to explain to that the relationship between them with different gender and age group employees.

**Structural Content of the Thesis**

This research is divided into several steps. The thesis is divided into 5 chapters.

**Chapter One:**

This chapter emphasizes the importance of telecommunication sector in India and introduces the present research work in brief, then it moves on to give reasons behind
focusing on telecommunication sector. This chapter include brief framework of the study, which steps are taken in the research work.

Later this chapter discusses the introduction, definitions, history, theories and factors that affect job satisfaction of employees. Productivity, definition of productivity and employee productivity, measurement of employee productivity and measurement issued of productivity are also described in the study. History of telecommunication sector and its present status in India are discussed. The entire public and private telecommunication sector in India and their present status of growth/decline in subscribers, market share and rural and urban areas teledensity is also mentioned in this chapter.

Finally, objectives of the research study are identified, which are followed by problem statements of the job satisfaction and employee productivity, need for the research, importance of the study and finally brief summary of contents of the chapters.

Chapter Two:
The second chapter contain detailed review of literature related to different construct used in the research work. The chapter focus on the concept of job satisfaction and employee productivity as identified by different researchers from time to time. This is followed by a discussion about dimensionality of job satisfaction and tools for measurement of job satisfaction and the employee productivity is identified by the discussion of all factors by which it is affected.

Chapter Three:
This chapter discusses the research methodology, research design and sampling design used in this work to achieve the objectives of the research. Data collection methods and measurement scales along with the questions used in each scale and resources from where they have been taken also mentioned in the chapter. This chapter also discussed the hypothesis developed to achieve the objectives as well as the tools applied to test these hypothesis and gives brief account of Correlation, Independent Sample t-test, One Way ANOVA and Factor Analysis along with the conditions where there tools find relevance in this work.

Chapter Four:
This chapter is about Data Analysis of the research work and it divided into five sections.

First section includes various demographic aspects of public and private sector employees and tells about different age and gender of respondents.
Second section deals with reliability analysis constructs of public and private telecommunication sector.

Third section deals with different factors of the study and mentions findings of factor analysis of job satisfaction and employee proclivity.

Fourth section is about establishment of correlation between job satisfaction and employee productivity in public and private telecommunication sector.

Fifth section is about difference in job satisfaction, employee productivity in public and private telecommunication sector employees and findings of difference in job satisfaction of different age and gender of public and private telecommunication sector employee.

**Chapter Five:**

This chapter is about findings, conclusions of the research work which if followed by implication and suggestions of the study and also with the scope of future research in the related field of the study.

**Importance of the Study:**
Importance of the present research work can be summed up in following words:

It expands the literature of job satisfaction and employee productivity and also explores knowledge about job satisfaction and their impact on employee productivity in public and private telecommunication sector. Different gender and age group is also adds to it a new dimension by studying job satisfaction and their impact on employee productivity. The output of the research will benefit researcher, managers and public and private sectors to understand the factor affecting job satisfaction and employee productivity and also their impact on gender and different age group employees in telecommunication sector.

The findings of the research will also direct the managers in telecom industry to recognize the level of job satisfaction of employees to enhance the employee productivity by providing them facilities according to their requirement at the work place.