ABSTRACT

With the onslaught of globalization, the demand for cellular services is on the increase. This has resulted in the swarm of service providers entering the market which in turn has resulted in the increasing competition. An attempt at survival results in the exploitation of the employees which ultimately leads to too much pressure, dissatisfaction with the job and eventually results in too much pressure and job burnout. Hence, for the long survival, understanding the job commitment of employees, motivating them becomes pertinent, this requires the opinion of the employees on job motivation, satisfaction and commitment and burnout becomes essential. The present study makes a modest attempt to study job motivation, job involvement and job burnout of public telecom service in Coimbatore district.

In a competitive environment, the thrust for achieving a higher and targeted growth result in the organization wants to exploit the potential of their human resources to the maximum extent possible which creates a continual pressure on the part of the employees. Though the organization may achieve their aims in a short term by ignoring the mental-physical aspects of the personnel at work, the personnel of such organizations are commonly dissatisfied, nervous, quarrelsome, depressed, and pessimistic, or afflicted with job burnout.

Thus the job burnout is not a factor to be discussed in isolation. There is a close affinity between job burnout, job commitment, job motivation and job satisfaction. Hence, an examination of the employees’ job burnout is only partial as the employees in an organization gets dissatisfied, loses his commitment and motivation which eventually leads to job burnout.
The present project attempts to examine the relationship between the level of job satisfaction, job motivation and organizational commitment and burnout of private telecom sector employees in Coimbatore district. The district of Coimbatore is an industrialized district which has resulted in the ever increasing demand for cellular services which in turn has resulted in the swarm of service providers entering in the district. In the private services, Airtel, Reliance, Aircel, Vodafone, Docomo, Uninor, Idea, MTS and TATA are the major players.

Hence, in a competitive environment providing satisfactory customer services and keeping the customer happy and attempting to achieve a higher level of target fixed may be expected to result in continual work, pressure depletion of job commitment, job motivation and satisfaction and ultimately to job burnout. Hence, considering Coimbatore study area is felt to be apt.

Based on the logic extended above, the following objectives are framed for the present study: 1) to trace out the socio economic status of the sample employees of private telecom industry in Coimbatore, 2) to identify the level of satisfaction of the employees on the working conditions in the private telecom industry of Coimbatore, 3) to understand the organizational involvement and the commitment of the sample employees, 4) to examine the level of job burnout of employees of private telecom industry in Coimbatore, 5) to trace out the relationship between the job burnout and organizational commitment and 6) to provide suggestions.

The prime objective of the present piece of research is to examine the job motivation, job involvement and job burnout of private telecom service in Coimbatore district. This requires the collection of primary data from the employees of private telecom units operating in the district.
As a first step, to identify the employee respondents it became essential to identify number of private telecom units operating in the district of Coimbatore. Initially, it was found that there are totally eight telecom units operating in the district. These units include Airtel, Reliance, Aircel, Vodafone, Docomo, Uninor, Idea, MTS and TATA.

The addresses of the Head office of each of the Telecom units operating in the district were identified first. From the information obtained from the head of the units it was found that there are totally 57 centres operating under the eight telecom units identified. A list containing the addresses of these 57 units operating in the district of Coimbatore was prepared. From the list, 50 per cent of the centres from each of the unit were selected at random. This gave a sample size of 31 units. The managers of these selected sample units were approached and again a list of employees working in these sample centres unit wise was prepared. From this list, 50 per cent of the employees were selected randomly. This gave a total sample size of 503 employees distributed proportionately to in the private telecom units operating within the district of Tamilnadu. The number of telecom units selected and the number employees selected from each of the branches of the units are given in table 2. The selected employees were approached and the information on their opinion on the factors determining their job motivation, job involvement and job burnout were obtained using the personal interview method. For this purpose, a pre tested question was prepared which included a set of questions on each of the category of job motivation, job involvement and job burnout. The earlier studies carried out in the respective areas formed the basis of the identification of the questions in each area. A Five Point Likert scale has been used to measure the opinion of the employees on various factors included in the questionnaire. After the scrutiny of the questionnaire it was found that the information
provided in three questionnaires was not reliable. Hence, these three questionnaires were omitted. Hence, ultimately, the study has 500 sample employees for the analysis.

To analyze the collected primary data the relevant statistical and econometric techniques including men, standard deviation, coefficient of variation, ‘t’ statistics, Cronbach's alpha coefficient, Carl Pearson’s coefficient of correlation ANOVA have been used. To measure the opinion of the employee respondents, a five point Lykert Scale has been used in the study.

The analysis of the data has provided the following findings:

1) A majority of the sample employees fall in the young age group of less than 30 years.
2) A majority of the sample employees are males.
3) A majority of the sample respondents have only 1-2 years of experience in the present job.
4) There is a close correlation among the various factors determining the job satisfaction, job motivation, job involvement and, commitment to organization climate and burnout.
5) The level of job burnout among the majority of the employees is average.

This research has provided an empirical result of the organizational commitment and burnout of employees of private telecom industry in Coimbatore. The study revealed that knowledge sharing, task orientation, fairness of performance management and promotion are found to be significantly influencing the motivation at work and commitment. As a result of high commitment to work, the level of burnout is also found to be less.