

A STUDY ON EMPLOYEE SATISFACTION

**“A STUDY ON EMPLOYEE SATISFACTION SPECIFIC REFERENCE TO
RELIANCE TRENDS”**

Dissertation submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirement for the
Degree of Bachelor of Business Administration

Submitted by

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**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
BHARATA MATA COLLEGE, THRIKKAKARA**

KOCHI, KERALA

2021-2024

BHARATA MATA COLLEGE, THRIKKAKARA

A STUDY ON EMPLOYEE SATISFACTION



BHARATA MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

BONAFIDE CERTIFICATE

This is to certify that the study report entitled “**A STUDY ON EMPLOYEE SATISFACTION SPECIFIC REFERENCE TO RELIANCE TRENDS_**” is a record of original work done by **MA ARUNA** (Registration number.210021080010) in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **Ms DRISHYA S RAJ, ASSISTANT PROFESSOR** DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION. This work has not been submitted for the award of any other degree or titled of recognition earlier.

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Date :

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DECLARATION

This is to declare that this Bonafide record of the project work done by me entitled “**A STUDY ON EMPLOYEE SATISFACTION SPECIFIC REFERENCE TO RELIANCE TRENDS**” in partial fulfilment of the BBA Programme of Mahatma Gandhi University under the guidance of **_MS. DRISHYA S RAJ, ASSISTANT PROFESSOR**, and that the report has not found the basis for the award of any Degree/Diploma or other similar titles to any candidate of any other university.

Place :

Date :

MA ARUNA

ACKNOWLEDGEMENT

First and foremost, I sincerely thank the God Almighty for his grace for the successful and timely completion of the project.

There are so many people who encouraged and supported me on this journey. I would like to thank the following individuals.

I wish to thank **Dr. Johnson K M** principal of **BHARATA MATA COLLEGE, THRIKKAKARA** for providing us all facilities for the successful completion of the project.

It's my privilege to thank **Ms. Manju Malathy, HOD** for granting permission and all sorts of facilities and assistance to undertake the project report.

I'm highly indebted to my lecture and guide **DRISHYA S RAJ**, Bharata Mata College for giving her valuable time in filling the information gap and her sincere efforts in correcting manuscripts and other innumerable services rendered by her.

I am extremely thankful to **RELIANCE TRENDS** for permitting me to complete the project "**A STUDY ON EMPLOYEE SATISFACTION SPECIFIC REFERENCE TO RELIANCE TRENDS**" within the premises. I express my sincere thanks and gratitude to the employees for providing the facilities and for all department heads and the staff members for their co-operation and support.

Last but not the least, I would like to express my special thanks to my parents, friends and all other well-wishers who have helped me a lot in the preparation of the project report.

Place :

Date :

MA ARUNA

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Employee satisfaction is a term used to indicate whether or not employees are pleased and that their desires and requirements are met while working. The most important aspect of employee happiness is that contented employees must perform their duties and contribute to the employer's needs.

Employment fulfillment refers to an employee's overall feelings about their work. It is a person's sense of well-being and enjoyment in relation to their performance at work and in their surroundings. It can be an effective predictor of production within a business. Employee work happiness is critical for businesses.

Employee satisfaction is a broad phrase used by the human resources sector to indicate how satisfied or content people are with their jobs, employee experiences, and the businesses for which they work.

Employees are the most valuable assets of every business. A positive working atmosphere decreases sick leave, lowers turnover rates, and boosts efficiency. Work environment refers to the physical features of a workplace that can have a direct impact on productivity, health and safety, comfort, concentration, job satisfaction, and moral. So a good work environment is essential for fostering social relationships at work and maintaining positive relationships with colleagues, supervisors, and the organization. The work environment is one of the most important influences on employee job satisfaction. This paper investigates the impact of workplace characteristics on employee job satisfaction.

Unrealistic expectations from the business are at the heart of most of the tension, anxiety, and dissatisfaction that many employees experience. It is your obligation as a leader to ensure that staff are not feeling pressured /stressed out at work or overwhelmed; otherwise, they will likely lack the guts to address the matter. This may be difficult for you to do based on the organization's goals, but more than anything, you should have an open mind and honest conversations with your team to determine whether expectations are too high.

The use of anonymous employee surveys to determine work satisfaction became prevalent in the 1930s. While interest in employee attitudes had begun before that time, only a few studies had been published. In accordance with Latham and Budworth , Uhrbrock was

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among the first psychologists to apply newly established attitude assessment techniques to analyze manufacturing worker attitudes in and relationships with coworkers and bosses.

1.2 PROBLEM DEFINITION

Employee satisfaction is a word that describes whether or not employees are happy and meeting their needs at work. The most important aspect of employee happiness is that satisfied employees must perform their duties and provide the necessary contributions to the employer.

Employee satisfaction is a broad phrase used by the Human Capital business to express how satisfied or content individuals are with their jobs, their employee experience, and the organizations for which they work. Employee contentment is vital statistic that can assist identify an organization's general pulse, which is why many businesses conduct frequent surveys to measure employee satisfaction and track satisfaction patterns over time.

1.3 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To assist firms in becoming more proactive in decreasing employee turnover.

SECONDARY OBJECTIVE:

- To evaluate team member's growth and performance.
- To compare personnel issues during the onboarding process.
- To Analyze the elements affecting employee satisfaction.

1.4 SCOPE OF THE STUDY

- ✦ Employee satisfaction is influenced by a variety of factors, including treating employees with respect, conducting regular performance appraisals, providing regular employee recognition, empowering employees, developing relationships with immediate supervisors, providing employee perks, company activities, and positive management.
- ✦ A single method in which an organization establishes itself and acquires public awareness

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- ✦ Employment satisfaction is divided into two categories: emotive and cognitive. Affective job satisfaction refers to a person's overall emotional response to the job. Cognitive work satisfaction refers to how satisfied individuals are with a certain component of their employment, such as income, hours, or benefits.
- ✦ The group of actions and behaviors that an employee is reasonably expected to engage in as part of his or her employment.

1.5 LIMITATIONS OF THE STUDY

- Individual Impact: Employment dissatisfaction can lead to stress, decreased job interest and performance, lower personal achievement and life happiness, and even major health issues.
- Work on a predetermined schedule: Full-time employment typically involves established working schedules, such as weekly hours or shift patterns. This contrasts with freelance or contractor work schedules, which are often project-based, shortterm, or at the request of a customer. Full-time employment in this sense includes set work schedules and stringent commitment demands.
- Develop your career: Most full-time jobs provide a path to career progression for any person who is looking ahead. This is accomplished by both proximity to senior team members who can promote development and internal training courses, L&D programs, and mentor connections.
- Restriction on pursuing a dream career: Sometimes people choose a job they dislike, ignoring their passion for the sake of a greater salary.
- Enriched positions may fail to encourage disaffected individuals who choose stability in their jobs, shorter work hours, bonuses, and decent pay above autonomy and responsibility.

CHAPTER 2
LITERATURE REVIEW

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1. **SJ Young, JR Sturts (2013)** stated that generational differences in the workplace have been studied in a wide variety of settings, yet not in recreation settings. Currently, there are three generations ensconced in the workplace (i.e. Baby Boomers, Generation X, and Generation Y), with the leading edge of Boomers on the cusp of retirement and a second wave of Generation Yers attempting to find jobs. This study investigated attitudes toward job satisfaction of different generational cohorts in campus recreational sports settings.
2. **JJR Ko, YJY Yeh (2013)** examined that many employment relationships in Taiwan have evolved from regular and long-term to contingent and short-term, with widespread downsizing adding a considerable amount of instability. Since these changes are part of a global trend, there is a growing literature concerning their influences on worker attitudes and work life quality. Here we analyze the impacts of changing employment practices on the quality of work life among Taiwanese workers, specifically analyzing the effects of nonstandard work arrangements and downsizing on job satisfaction. Data are from the 2005 Taiwan Social Change Survey, First Wave of the Fifth Phase: Work and Life Module.
3. **T Nazir (2013)** studied that Job satisfaction and commitment are widely used in teaching skills and subject matter's knowledge and the research because these have pivotal and critical classroom management helps them to feel secure about importance to success of the individual as well as this profession. Organization in the education sector, the central role is Rewards in current situation are playing a significant played by the teachers to the better performance of the role to enhance the job satisfaction and commitment of an institutions.
4. **S Baum, et al., (2013)** stated that this report documents differences in the earnings and employment patterns of U.S. adults with different levels of education. It also compares health-related behaviors, reliance on public assistance programs, civic participation, and indicators of the well-being of the next generation. Financial benefits are easier to document than nonpecuniary benefits, but the latter may be as important to students themselves, as well as to the society in which they participate. To ways in which both individuals and society as a whole benefit from increased levels of education.

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5. **MP Salyers, AL Rollins (2013)** studied that burnout, characterized by high levels of emotional exhaustion, depersonalization, and a diminished sense of personal achievement in the work place is very common among mental health providers and administrators. Depending on the sample and methods used, 21–67% of mental health workers are reported to experience high levels of burnout at any given time. Burnout is associated with a number of problems not only for individual mental health workers, but also for their employer organizations, consumers, and the nation’s mental health system as a whole.
6. **Helena Lopes (2014)** examined that based on European Working Conditions Survey (EWCS) micro-data, we show that, on average, work autonomy has declined and work pressure has increased in most European Union countries since 1995. Since such evolution is substantially detrimental for workers, we examine whether workers of varied skill levels in different countries have been equally impacted. Descriptive analysis shows that lowskill clerical workers are the most affected and that Scandinavian countries fare better. Econometric results show that the decline in job satisfaction is due mainly to the increase in work pressure—which might be reaching a limit for high-skill workers—and that job satisfaction is most affected by an increase in work pressure when this is not accompanied by greater work autonomy.
7. **S Lyons, L Kuron (2014)** studied that generational differences in the workplace have been a popular topic over the past two decades, generating a volume of articles, book chapters and books. We critically review the research evidence concerning generational differences in a variety of work-related variables, including personality, work values, work attitudes, leadership, teamwork, work–life balance and career patterns, assess its strengths and limitations, and provide directions for future research and theory.
8. **Edward L. Deci (2014)** analyzed that establishing and maintaining close relationships are among the most important and autonomously pursued aspects of people’s lives. This chapter reviews the motivational dynamics of close relationships using *Relationships Motivation Theory* (RMT), a mini-theory within Self-Determination Theory.

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9. **I Shahzadi, et al., (2014)** stated that the only way to get people to like working hard is to motivate them. Today, people must understand why they're working hard. Every individual in an organization is motivated by some different way. When talking in term of employee motivation, it can be simply defined as “Employee motivation is a reflection of the level of energy, commitment, and creativity that a company's workers bring to their jobs.” The job of a manager in the workplace is to get things done through employees
10. **Mita Mehta (2014)** examined that employee retention is the top priority of organizations due to increasing competition. It is an efficient and productive advance towards the employee management who are considered to be ‘greatest assets’ to the company. To manage top talent it requires a constant balance between the human aspirations and the strategic and financial needs of the business. Employee retention is a technique adopted by businesses to maintain an effective workforce and at the same time meet operational requirements.
11. **J Divakar (2015)** stated that in the field of business, factors leading to work stress and its impact on employee performance is an important factor. The factors leading to work stress and its impact on employee performance is vital for any organisation to ensure its success and smooth functioning. Various studies have been done in the field of business, regarding the factors leading to work stress and its impact on employee performance..
12. **ME Moloantoa (2015)** studied that the results further revealed that, besides all the dissatisfaction shown by academics, in terms of aspects, such as benefits, allowances, lack of equipment, as well as poor institutional management, there were good relations between departments, and they work as a team. Therefore, the findings from this study can assist university administrators and academics to increase the job satisfaction levels of employees.
13. **V Tarigan, (2015)** recognized that this study aims to examine the relationship model of job satisfaction, organizational commitment, and turnover intention. This research was conducted at the manufacturing company in Yogyakarta and Surakarta, with a sample of 206 employees. Testing four models of the relationship is done by using

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structural equation modeling with AMOS program. Results of this study show that most models fit to the data are partially mediated model of multidimensional organizational commitment. This study confirmed previous research showing that states that job satisfaction and organizational commitment showed a positive and significant relationship.

14. **Jisun Jung (2015)** stated that the purpose of this study is to explore the impact of administrative staff's job competency on their job satisfaction in a Korean research university. We conceptualized job satisfaction into three subcomponents: satisfaction in the job field, in the workplace, and with the actual task. In the regression analysis, we included demographics, inner motivation, work environments, and nature of work (e.g. clarity of task) factors as the predictors of job satisfaction. We included job competency as a main research variable in the model.
15. **PD Romeike, et al., (2016)** analyzed that employee's frequently engage in social comparison processes and tend to perceive their own performance as superior compared to that of their peers. We expect this to be particularly salient in virtual teams where employees receive few cues upon which the comparison with other members of their team can be based. With reliance on social comparison and social exchange theory, we propose that such "perceived overperformance" has negative effects on job satisfaction, which is mediated by trust in the team. We confirm this with a sample of field-service employees ($n = 753$) using structural equation modeling with bootstrapping. We corroborated our findings in focus groups, which suggest the need for performance indicators that are easily communicated to and comprehended by employees to maintain trust and satisfaction.
16. **T Nonaka, et al., (2016)** this study analyzed employee satisfaction in the food service industry by looking at the results of a questionnaire delivered to the restaurant staff. Question items were divided into seven question categories: work environment, work efficiency and service quality, relationship with bosses, rules, education system, attitude and motivation toward work, and interest in multi-skills development. A Japanese restaurant chain located in Japan is selected as an analysis target. Satisfaction structures and the differences among the attributes of work position, employee pattern,

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age group, and length of continuous employment were analyzed with correlation analysis and covariance structure analysis.

17. **Michael Sony (2016)** examined that organization and customer alike as they are an indispensable part of service experience. They are subjected to pressures which are not found on any other positions in the organizations and displaying organizationally desired emotions play an important part in a service encounter.
18. **Soni Agrawal (2016)** studied that employee Satisfaction is a complex and challenging goal for an organization. In today's diverse workforce it has become even more challenging. An engagement-friendly culture is valuable as it considers the value of multi-generational and multi-cultural workforce. An organization is considered a great place to work that respects the needs of each individual employee along with motivating each of them to pursue their individual goals.
19. **M Sinche, et al., (2017)** stated that the original academic training model was designed as an apprentice model for a single career pathway. In that model, the faculty advisor served as a mentor, guiding each trainee towards a future position as a tenure track faculty member. Old assumptions regarding the natural progression of PhD scientists into faculty careers are rapidly changing to reflect a job market.
20. **Khushdeep Dharni (2017)** studied that the purpose of this paper is to study the status and trend of intellectual capital disclosures by selected companies in India. Three categories of intellectual capital disclosures across six industry groups were measured. The relation of the three categories of disclosures, i.e. human capital, relational capital and structural capital disclosures with the measures of organisational performance such as sales, R&D, R&D intensity, net profit and export intensity has also been studied.
21. **SK Nair, BC Nair (2018)** analyzed that the industry has got immense potential because of the increase in private and foreign participation, rise in per capita income, life style changes in middle class segment and digital connectivity. The rising population and due to urbanisation in the country, added the count of Tier (2) and Tier (3) cities. In last one decade the count of super markets has witnessed a growth from 500 to 8500 numbers.

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22. **H Bhasin (2018)** examined that employee satisfaction also includes to what extent an employee likes the job or the ease of job in relation to the satisfaction. It also relates to whether the current job of the employee contributes to fulfilling their desires or wishes at work.
23. **Joseph A. Schmidt (2018)** stated that we develop competing hypotheses about the relationship between high performance work systems (HPWS) with employee and customer satisfaction. Drawing on 8 years of employee and customer survey data from a financial services firm, we used a recently developed empirical technique – Covariate balanced propensity score (CBPS) weighting – to examine if the proposed relationships.
24. **Damianus Abun (2018)** the study was conducted to determine workplace relationship between employer and employees and among employees of Divine Word Colleges in Ilocos Region, Philippines and satisfaction. Literatures and studies were reviewed, and questionnaires were used to gather the data related to workplace relationship and job satisfaction. The respondents of the study are employees of the Divine Word Colleges of Ilo descriptive study involving survey and fact to determine the workplace relationship and its correlation with job satisfaction
25. **Yuqing Zhou, Christos Andreas Makridis (2019)** determined that We investigate changes in employee perceptions of their firm and managers following the revelation of financial misconduct using employee ratings and comments on Glassdoor.com. We find that employee overall ratings of their company decline by 0.23 standard deviation, and ratings of culture, senior leadership, career opportunity, work-life balance, and employee recommendations also decline, ranging from 0.09 to 0.28 standard deviation. Ratings decline are more pronounced for employees with longer tenure, middle-aged, and fulltime status, and for announcements receiving high media attention. Using a machine learning method to analyze employee comments, we find that employees provide fewer positive comments and more negative ones on the topic of firm culture. Employees also mention their intention to leave more frequently in their negative comments and general feedback comments.

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26. **HA Kalyani (2019)** analyzed that motivation is the inner force that drives individuals to accomplish organizational and personal goals. Motivation is the force of goal-oriented behavior. Motivation rooted in the basic need to minimize physical pain and sorrows and maximize pleasure and joy, it includes specific needs like relaxing, listening to music, eating and resting, desired objects, hobbies, goals, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selfishness, morality, or avoiding mortality. The term is generally used for humans but, theoretically, it can also be used to describe the causes for animal behavior as well. Motivation is said to be intrinsic or extrinsic.
27. **A Venugopal, et al., (2020)** examined that the Indian retail sector is going through a transformation and this emerging market is witnessing a significant change in its growth and investment pattern. In contemporary society, marketing and advertising has become an inseparable part of the everyday lives of millions of people all over the world.
28. **SV Dsouza, V Akanksha (2020)** stated that a brand represents who the company is, their beliefs and expected perception from the audience. It's absolutely important to have an alignment between the core competencies of your product and the branding strategy. The branding acts as an ambassador for the product and unless true to the product, will not work. Overall, brand management has evolved from "product-centric" to "consumer-centric" in the 21st century. The practice of Brand Management is a major component of marketing and plays a major role in the purchasing power of consumers. It helps to create differentiation between competitive offerings. Brand management is the science of crafting and sustaining a brand and should be managed as valuable long-term corporate assets. In today's world, a brand is everything.
29. **Asadullah Khaskheli (2020)** studied that when employees do work by "going beyond" or by "giving their all." They look at their job as more than just a paycheck and are eager to do all they can to make their work environment more effective, though such actions are not associated with their job descriptions. Such behaviors are sometimes because of the personality of an individual, but sometimes organizations boost such behaviors by providing a peaceful environment. Thus, this research is

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conducted to examine the effects of employees' corporate social responsibility perception on their affective commitment, job satisfaction, considering both intrinsic and extrinsic, and organizational citizenship behavior. The survey was conducted to test the variables from employees' perspectives in the organizations of Pakistan. The findings reveal that employees' CSR perception has a positive and significant association with organizational citizenship behavior.

30. **Ashima Bansal (2021)** the main aim of the study was to measure service quality of reliance trends and pantaloons. It essentially assesses how well a service has been given, thus improving its quality within the future, establish issues, and proper them to extend client satisfaction. Providing the best services to clients in-store plays an important role in generating income and revenue.
31. **Maya Salimath G (2021)** engaged Employees deeply and proudly recognize themselves physically, cognitively, and emotionally connected with the organization throughout performances in varied roles within the organization. They act as drivers of monetary and market success. They provide outstanding performances by attempting to stretch themselves and endlessly attempt to reach the goals by setting new standards of excelense
32. **Christos Andreas Makridis (2021)** stated that financial misconduct can affect firms' top managers, investors, consumers, and other firms in the same industry in various ways (Agrawal et al. [1999]; Erickson et al. [2006]; Sadka [2006]; Beatty et al. [2013]; Li [2016]). Our paper uses new and proprietary micro-data from Glassdoor.com for the period between 2012 and 2020 to investigate changes in employees' perception of firms and managers after the public announcement of misconduct. Employee satisfaction is crucial for firm productivity and proxies for a firm's ability to attract and retain talented employees. Brown and Matsa [2016] document that employees pay attention to firms' conditions and that corporate distress affects firms' job application pools. It is thus reasonable to expect that employees adjust their perceptions of the firm after a public announcement of financial misconduct

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33. **A FATHIMA (2022)** studied that every enterprise needs Inventory for smooth running of its activities. It serves as a link between production and distribution process. There is generally a time large between the recognition of a need and its fulfillment. The higher the requirements for inventory. The unforeseen fluctuations in demand and supply of goods also necessitate the need for future price fluctuations.
34. **LRK Krishnan (2022)** analyzed that in the complex, fast-paced world, a multigenerational workforce requires employees to adopt new technology and customized learning. By tailor-making the learning programs and learning strategies, organizations may create a diverse work culture that helps retain millennial employees. Various scholarly research papers were analyzed to understand the phenomena in the emerging trends in training with respect to knowledge workers in the new economy.
35. **AP Thames (2022)** stated that the retiring of an aging workforce leaves significant deficits in leadership positions across the federal government. As employee turnover increased, onboarding was not occurring at rates necessary to replace retirees, ultimately contributing to the leader deficit. The evidence was insufficient on how the employee satisfaction of both older and younger leaders affects their intent to leave and ultimately the leader deficit. The purpose of this quantitative study was to examine the differences in employee satisfaction and the intent to leave between older (i.e., age ≥ 40) and younger (i.e., age < 40) federal leaders to discern how their age influences their satisfaction and desire to leave federal service. Grounded in Herzberg's two-factor theory and Strauss and Howe's generation theory, the research questions addressed if the independent variable
36. **S Bandara, et al., (2022)** the study investigated the impact of welfare facilities provided by the Sri Lankan hotels, on employee job satisfaction. Mixed methods research approach consisting of a questionnaire survey and a series of interviews were used in the study. The questionnaire was distributed among 120 non-executive employees working in six five-star hotels located in Colombo City. The response rate was 66%. The collected quantitative data were analysed using Relative Importance Index, Correlation Coefficient, and t-test, while the collected qualitative data were

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analysed using content analysis. The study findings are an eye-opener to the Sri Lankan hotel industry because they reveal that only 47.5% of the non-executive employees of the industry were satisfied with the welfare facilities provided to them. The study proposed several strategies to uplift the standard of the employee welfare facilities provided in the hotel industry. The study contributes to policy, theory and practice by presenting the current level of employee job satisfaction and the strategies that will uplift the satisfaction level.

37. **Boris Miethlich (2023)** examined that as a reflection of social needs, corporate social practice is also changing compared to before the pandemic. This paper examines the perception of corporate social practices by personnel and their impact on staff satisfaction. The empirical study carried out in the Russian Federation and the Republic of Kazakhstan allowed the authors to identify social practices that influence the level of personnel satisfaction with professional activity before and after the pandemic.

The research determined general tendencies and differences in the perception of social practices with the most significant personnel satisfaction in the period before and after the pandemic. The authors also developed recommendations that should be taken into account when forming corporate social practices.

38. **W Zhang, et al., (2023)** analyzed that with the rise of the digital economy, new business models have expedited the progress of corporate digital transformation. The mobile internet era has made enterprise social media a popular tool for employee communication. Summarizing the development and trends of enterprise social media research is beneficial for identifying future research topics. This paper analyzes the literature from the Web of Science core collection database and employs CiteSpace software to develop a scientific knowledge map, providing a visual analysis of the literature on enterprise social media in the context of the digital economy.

Z Akhtar, DA Siddiqui (2023) his research aims to investigate the extent to which business strategy mediates the relationship between reliance on integrative strategic performance measurement (RISPM) and organizational performance along with employee motivation. For this, we proposed a theoretical framework modifying

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Yuliansyah et. al. (2017) model to incorporate Employee Motivation. We contend that RISPM dimensions i.e. 1. Strategic and operational linkages (SOL), and 2. Behavioral aspects of employee (BAE), affect Business strategy represented by 1. Low-cost, and 2. Differentiation Strategy. These two strategies would in turn affect Organizational Performance and Employee Motivation. Empirical validity was established by conducting a survey using a close-ended questionnaire. Data was collected from 300 respondents and analyzed using confirmatory factor analysis and structured equation modeling.

39. **Akriti Gupta, et al., (2023)** his study evaluates Sustainable Training Practices (STP) that promote organizational growth and ensure the attainment of sustainable HRM objectives. First, we employ Structural Equation Modelling to identify relationships

40. between STP, Psychological Contract Fulfilment, Job Satisfaction, and Organizational Citizenship Behavior. Next, we build a predictive model using the RF Regression Supervised Machine Learning technique to identify the key predictors. Our findings indicate that employee happiness, expectation fulfilment, and behavior are highly dependent on the STPs offered to them. In addition, we find that machine learning is crucial because it reveals hidden features that are sometimes overlooked by conventional methods.

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CHAPTER 3
INDUSTRY PROFILE

BHARATA MATA COLLEGE

3.1 BRIEF HISTORY OF RETAIL INDUSTRY

The history of retail includes the sale of goods and services to consumers throughout all cultures and time periods, from ancient times to the present.

The first form of business was bargaining among early human civilizations. Retail marketplaces first appeared in Middle Eastern communities in the seventh century BC, when civilizations created money to facilitate commerce. Various ancient civilizations in the Middle East and Europe created open-air markets where merchants and producers could sell their wares to consumers.

Consumers no longer bought from fixed stores in medieval Europe; instead, they traveled directly to tradespeople's workshops. Perishable products were sold at markets or through street vendors. Chester Rows, the first commercial district in Europe, was founded in England in the thirteenth century. At the period, storefronts were often no larger than booths, with items kept out of sight until sold. Markets and fairs in Europe were held on a daily or weekly basis, depending on the size of the town. In early modern Europe, permanent stores with defined hours became the dominant form of retail, with more stores selling general commodities than specialized goods. They also grew in size, allowing customers to explore inside.

Modern retail was transformed by the Industrial Revolution and the rise of the department store in the nineteenth century. Early department shops served as cultural hubs, where customers could socialize and seek amusement. Mail order catalogues contributed to the popularity of remote retail. Northland Mall was the first modern retail mall to open in the United States in 1954. Shops grew greatly in size during the twentieth century, with warehouse stores occupying massive areas and selling a wide range of products. Online shopping became widespread in the twenty-first century, competing with traditional physical retailers.

A STUDY ON EMPLOYEE SATISFACTION

The retail industry includes any businesses that sell products and services to consumers. There are numerous retail sales and shop types worldwide, including grocery, convenience, discounts, independents, department stores, DIY, electrical, and specialty.

India is among the finest countries to invest in the retail sector. India's attractiveness stems from its second-largest population, a middle-income class of approximately 158 homes, growing urbanization, rising household incomes, connected rural consumers, and increased consumer expenditure.

3.2 INDUSTRIAL PERFORMANCE – GLOBAL, NATIONAL, AND REGIONAL

This study seeks to explore the impact of corporate social responsibility (CSR) on business performance in the global retail industry. We use the modified data envelopment analysis (DEA) game cross-efficiency approach to evaluate the longitudinal efficiency of a sample of 414 listed retail firm-year observations provided by Forbes 2000 from 2013 to 2018. The performance results show that the Americas retail industry is constantly increasing and continues to outperform other regions. Not only does the retail industry in Europe have strict environmental safety standards and management requirements in business operations, so Europe also ranks high in both the overall environmental index in CSR and all of its component indices. Furthermore, panel regression demonstrated that the environmental variable in CSR is significantly and directly associated.

Retailers are overflowing the market with capital to invest in cutting-edge technology and capitalize on the opportunity to empower the gen-Z, tech-savvy, and millennial consumer-driven market. According to Forbes, global investment in AR/VR will almost probably reach \$72.8 billion by 2024. In addition, customers will participate in more conversational commerce, which will lead to an increase in chatbot usage. The chatbot industry is expected to reach a market value of more than \$102 billion by 2026, with a CAGR of under 35%.

A STUDY ON EMPLOYEE SATISFACTION

Consumers today expect white-glove service and experiences that go above and beyond the norm. According to numerous industry research, 32% of shoppers prefer to interact with in-store experiences. Through experiential shopping, companies can give their customers unique and cutting-edge experiences – both online.

As retail leaders aim to gain a competitive advantage, they must constantly obtain knowledge on industry trends, problems, and opportunities. This detailed retail industry research includes key insights, as well as a thorough examination of the sector's current situation, expected market growth, and future forecast.

3.3 PROSPECTS AND CHALLENGES IN THE INDUSTRY

- The retail industry is critical to the worldwide economy, with a projected market value of US\$ 32.8 trillion by 2026. Retailers face numerous issues, including fierce competition, shifting consumer behavior, rising expenses, and the need to react to technological improvements.
- Retailers must embrace digital transformation and use technology and data to understand and respond to consumer expectations in order to thrive in this dynamic climate.
- Retailers will alter inventory and efficiency according to consumer spending and economic conditions. High global inflation has an impact on both consumer budgets and shop profit margins. 71% of customers think about financial plans, and 30% believe appealing promotional offers encourage them to try new companies the most.
- Smarter promotions that target lucrative customers and provide the right products at the right time will increase sales and brand loyalty as consumers want greater customization and value.

A STUDY ON EMPLOYEE SATISFACTION

Out-of-stock items prompt 29% of shoppers to switch brands. Retailers should reconsider inventories, supplier networks, and distribution in order to reduce costs and retain customers.

Also, supply chains must be transparent.

Data and analytics can improve the supply chain by reducing manual intervention and delivering products directly from the producer to shops and consumers. This decreases store-to-store transfers and improves inventory organization.

Increased consumer expectations drive industrial development. 67% plan to spend more on experiences and goods.

Because of the economy, shoppers will wait for deals and discounts to obtain the greatest deal. Customers will evaluate prices and prepare for sales and shopping holidays.

These changes necessitate that retailers accommodate consumers' customized requirements. Although 68% of buyers prefer in-store shopping, subscriptions, rental models, and direct-to-consumer contact can benefit shops.

A STUDY ON EMPLOYEE SATISFACTION

CHAPTER 4
COMPANY PROFILE

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4.1 BRIEF HISTORY OF THE ORGANISATION AND CURRENT BOARD OF DIRECTORS/ORGANISATIONAL CHART

Mukesh Ambani started Reliance Trends, an Indian fashion retailer, in Mumbai, India in 2006. The worldwide clothing retailer produces fast fashion for men, women, and children.

Trends manufactures apparel, accessories, footwear, and underwear. Reliance Industries, India's largest retailer, owns Trends and a number of other brands, including AJIO, Amante, Clovia, Azorte, Fashion Factory, Centro, and others. Trends is India's largest fashion retail business. It provides fashion at a fantastic value through a strong portfolio of own brands that cater to a wide range of interests and preferences.

Reliance Retail has been named the fastest-growing retailer in the world. It runs Trends and 15,196 stores in over 7,000 cities, with 360,000 people across brands, stores, and subsidiaries. Reliance Trends contributes to people's well-being by implementing sustainable practices and assisting institutions and social organizations. Trends regards sustainable development as the cornerstone of its business approach. Its primary objectives are to improve community infrastructure and conserve the environment.

The store's distinguishing feature is its core, which provides "fashion at great value". Each Trends store is created to provide a one-of-a-kind shopping experience for the entire family by utilizing broad aisles, coordinated displays, and highly educated fashion consultants who provide first-rate customer service. Trends customers may get a vast range of fashionable, high-quality products at great prices delivered right to their door. Over time, Trends has built a strong portfolio of own brands that cater to a wide range of customer tastes and interest.

A STUDY ON EMPLOYEE SATISFACTION

The own brand collection comprises the following:

- Rio offers a colorful choice of stylish styles for young women.
- Fig - Fashion Wear for discriminating, independent, and professional women
- Avaasa is a selection of Indian wear for women, featuring the greatest choice of Salwar Kurtas, Churidars, and a fast-changing Mix n Match range of apparel.
- Fusion is a collection of women's clothing that combines east and west, style and comfort.
- Hush - the lingerie collection for women offers a comprehensive choice of innerwear and sleepwear.
- Frenz is a line of clothing that compliments the wardrobes of the increasing generation of boys and girls.
- Pureza is a series of pure cotton and linen shirts for men.
- Network - offers a selection of clothes, including formal office attire collections for men and woman.

Company	Reliance Retail
Subsidiary Company	Reliance Trends
Founded	2007
Headquarters	Mumbai
Chairman and Managing Director	Shri Mukesh Ambani

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BOARD OF DIRECTORS

- † Mukesh D. Ambani, Chairman & Managing Director of RIL.
- † Isha M. Ambani, Non-Executive Director † Akash M. Ambani, Non-Executive Director
- † Anant M. Ambani, Non-Executive Director.
- † Hital R. Meswani - Executive Director
- † Nikhil R. Meswani, Executive Director
- † P. M. S. Prasad: Executive Director
- † Adil Zainulbhai - Independent Director.
- † Raminder S. Gujral, Independent Director.
- † Shumeet Banerji - Independent Director.
- † Arundhati Bhattacharya - Independent Director.

4.2 MISSION, VISSION, STATEMENT AND QUALITY POLICY

FOLLOWED

VISION

- Expansion: Continuously expanding their footprint across India by opening new stores in both tier 1 and tier 2 cities, as well as penetrating into smaller towns and rural areas.
- Customer-Centric Approach: Focusing on providing excellent customer service and a seamless shopping experience to build customer loyalty.
- Fashion-forward Offerings: Staying abreast of the latest fashion trends and offering a diverse range of clothing options to cater to different tastes and preferences.
- Affordability: Maintaining competitive pricing to attract a wide customer base, including budget-conscious shoppers.

A STUDY ON EMPLOYEE SATISFACTION

- Innovative Marketing: Utilizing innovative marketing strategies, including social media campaigns and collaborations with influencers, to enhance brand visibility and attract younger demographics.

MISSION

- Fashion Accessibility: To make fashion accessible and affordable to a wide range of consumers across India, catering to different demographics and preferences.
- Quality and Value: To provide high-quality clothing and fashion accessories at competitive prices, ensuring value for money for customers.
- Trendsetting: To stay abreast of the latest fashion trends and offer a diverse range of fashionable products that appeal to the evolving tastes of Indian consumers.
- Customer Satisfaction: To prioritize customer satisfaction by offering a seamless shopping experience, both in-store and online, through excellent service and a wide selection of merchandise.
- Innovation and Sustainability: To continuously innovate in product offerings, retail experiences, and operational practices while also emphasizing sustainability and responsible business practices.

QUALITY POLICY FOLLOWED

We provide our customers with products and services that meet all specifications. We develop quality objectives at the appropriate level to ensure that those requirements are properly met in our business. We are entirely committed to continual improvement as a strategic approach to achieving our quality goals.

Our primary directive is to ensure complete customer satisfaction. We offer our customers products and services that meet all criteria. We create quality targets at the right level to ensure that those needs are adequately addressed in our business. We are completely dedicated to using continuous improvement as a strategic strategy to achieving these quality goals. On a monthly basis, we evaluate our policy and the accompanying quality objectives with all staff.

At Reliance Companies, our employees follow and contribute to the effectiveness of our quality system in all areas of our operations. Our commitment ensures that our clients receive outstanding

A STUDY ON EMPLOYEE SATISFACTION

quality and service. This is accomplished through a team approach in which all members are aware of the company's goals and work within their own disciplines to make a meaningful contribution.

4.3 BUSINESS PROCESS OF THE ORGANISATION- PRODUCT POLICY

- Reliance Shopping Mall is a division of Reliance Industries Limited, and it is essential to the group's consumer-facing activities. Reliance Retail has been in the forefront of the Organized Retail Revolution in India.
- Reliance Retail's operating model unleashes the ambitious energy of a rising India. Reliance Retail's guiding philosophy is based on the principles of allowing inclusion, growth, and creating long-term societal benefit for millions of Indians.
- In a short amount of time, it has formed strong and lasting ties with millions of customers by offering them a limitless variety, an exceptional value proposition, great quality, and an unrivaled shopping experience across all of its stores.

BUSINESS PROCESS ARE:

- ✦ Reliance Mart
- ✦ Reliance Fresh
- ✦ Reliance Digital
- ✦ Reliance Footprint
- ✦ Reliance Jewel

PRODUCT PROFILE

Our skill is in developing products and markets from 'idea to realization' and beyond. Our unwavering commitment to innovation has helped us establish ourselves as a trendsetter in a variety of areas, as well as a global reputation for our unrivalled product line. Our operations

BHARATA MATA COLLEGE

A STUDY ON EMPLOYEE SATISFACTION

include oil and gas exploration and production, as well as the manufacture of petroleum products, polyester products, polyester intermediates, plastics, polymer intermediates, chemicals, and synthetic textiles and fabrics.

Each of our brands represents a natural extension of our excellence mindset. From Vimal to Recrown, our brands cater to our consumers' requirements as well as their goals. Today, our products and brands impact and improve the lives of millions of Indians.

1. Accessories: The store may also have a selection of accessories such as handbags, wallets, belts, scarves, etc.
2. Men's Wear: The most popular men's fashion trends are baggy, galaxy sheen metallic, striking denim, sparkling sequins, structured asymmetric silhouettes, stripes, and floral imprints, as well as dopamine-inducing Technicolor designs.
3. Woman's Wear: Rio offers a colorful choice of stylish styles for young women.

Fig - Fashion Wear for discriminating, independent, and professional women.

Avaasa is a selection of Indian wear for women, featuring the greatest choice of Salwar Kurtas, Churidars, and a fast-changing Mix n Match range of apparel.

Fusion is a collection of women's clothing that combines east.

4. Kid's Wear: Sustainable design continues to gain traction in the children's clothing business. Look for environmentally friendly materials and earthy tones such as moss green, warm browns, and muted blues. Brands are embracing eco-conscious practices, providing children with long-lasting and environmentally friendly apparel options.
5. Footwear: Loafers, white sneakers, and ballet flats instantly elevate any ensemble. According to stylists, flip-flops, combat boots, and boat shoes are no longer trendy.

4.4 STRATEGIES – BUSINESS, PRICING, MANAGEMENT

Mukesh Ambani has implemented a diversification strategy, which has seen Reliance expand into new industries and markets. This has enabled the corporation to lessen its reliance on a particular business or industry, thereby limiting risk and creating new growth potential.

It has an aggressive price approach and promises to sell its items at discounts. It never sells their products at the typical MSRP prices. It targets middle-class consumers and sets prices based on their ability to pay. Reliance is a business that sells products at prices that are affordable to everyone.

Reliance offers a variety of promotional techniques, including advertising, sales promotions, events, personal selling, and more. It primarily promotes its products through printed brochures, broadcast advertisements, and other means. The brand ambassadors are mostly everyday individuals. It provides premiums, gifts, and product samples.

4.5 SWOT ANALYSIS OF THE COMPANY

STRENGTHS

- **Strong Brand Image:** Reliance Trends benefits from the strong brand image of its parent company, Reliance Industries Limited (RIL), which is one of the largest conglomerates in India.
- **Wide Product Range:** Reliance Trends offers a diverse range of fashion products including apparel, accessories, and footwear, catering to different segments of the market.
- **Distribution Network:** With numerous stores across India, Reliance Trends has a widespread distribution network, making its products easily accessible to consumers.
- **Integration with Other Reliance Ventures:** Reliance Trends can leverage synergies with other Reliance ventures such as JioMart for online sales, thus enhancing its market reach.

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WEAKNESS

- **Dependence on Parent Company:** Reliance Trends heavily relies on its parent company, RIL, for resources and support, which may limit its autonomy in decision-making.
- **Perception of Quality:** Some consumers perceive Reliance Trends' products to be of lower quality compared to premium fashion brands, which may affect its positioning in the market.

OPPURTUNITIES

- **E-commerce Expansion:** Reliance Trends can capitalize on the growing trend of online shopping by strengthening its e-commerce presence and investing in digital marketing strategies.
- **Expansion into Tier II and Tier III Cities:** There is significant potential for growth in smaller cities and towns where there is a rising demand for branded fashion products but limited availability, presenting an opportunity for Reliance Trends to expand its footprint.
- **Diversification:** Reliance Trends can explore diversification into related segments such as athleisure wear, children's wear, or home furnishings to capture a broader market share.

THREATS

- **Economic Factors:** Economic downturns, inflation, or changes in consumer spending patterns could adversely affect discretionary spending on fashion items, impacting Reliance Trends' sales.
- **Changing Consumer Preferences:** Rapid changes in fashion trends and consumer preferences require Reliance Trends to constantly innovate and stay updated, failing which it may lose relevance in the market.
- **Regulatory Challenges:** Regulatory changes related to taxation, foreign direct investment (FDI) policies, or labor laws could impact Reliance Trends' operations and profitability.

A STUDY ON EMPLOYEE SATISFACTION

CHAPTER 5
RESEARCH METHODOLOGY

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A STUDY ON EMPLOYEE SATISFACTION

5.1 STATEMENT OF THE PROBLEM

The purpose of the study is to determine employee satisfaction with a specific reference to Reliance trends. The study is for reliance trends confined to a particular location and a very small sample of respondents.

5.2 RESEARCH DESIGN

The research design refers to the overall strategy and analytical technique that you have chosen to combine the many study components in a coherent and logical manner, guaranteeing that the research subject is thoroughly investigated.

A useful employee satisfaction survey can provide you with a full overview of what your firm is doing well and what needs to be improved. Employee surveys are often anonymous, so you will receive more open and honest feedback than if you asked your team members personally.

5.3 SAMPLING DESIGN

A sampling design is a detailed plan for obtaining a sample from a certain population. It refers to the technique or procedure that the researcher will employ to choose things for the sample.

5.3.1 POPULATION

Population refers to all nationals who are present in or temporarily absent from a country, as well as aliens who have permanently established there. This indicator displays the average number of people residing in a specific area.

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5.3.2 SAMPLING TECHNIQUE

Random sampling is a sort of probability sampling in which the researcher chooses a subset of individuals at random from a population. Each member of the population stands an equal chance of getting chosen. Data is collected from as large a percentage as possible of this random selection.

5.3.3 SAMPLE SIZE

The sample size refers to the number of observations or participants involved in a study or experiment. It is the statistical representation of a broader population by the selection of persons, items, or data points. The sample size is an important aspect in research since it directly affects the dependability of the findings and their capacity to be generalized to a larger population.

5.4 DATA COLLECTION DESIGN

Data collection is the process of acquiring and measuring information on variables of interest in a systematic manner that allows one to answer specific research questions, test hypotheses, and assess results.

5.4.1 DATA SOURCE

To Achieve the goals of the study, both primary and secondary data were used.

- † Primary source: Primary data is firsthand data acquired by the researcher himself. Secondary data refers to data obtained by someone else previously.
- † Secondary source: Secondary data are typically acquired from published (printed) sources. Several main sources of published information are as follows: Articles about municipal bodies as well as central and state governments have been published.

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Statistical summaries, census records, and other reports published by various government departments.

5.4.2 DATA COLLECTION TOOLS

The word "data collecting tools" refers to the tools/devices used to collect data, such as a paper questionnaire or a computer-assisted interview system. Case studies, checklists, interviews, observations, surveys, and questionnaires are some of the data collection tools employed.

- † Questionnaire: A questionnaire is a collection of questions or objects designed to elicit information from respondents about their attitudes, experiences, or opinions.

Questionnaires can be used to obtain quantitative and qualitative data.

5.4.3 DATA ANALYSIS TOOL

Tables, Percentages, Pie charts, bar charts, line charts, column charts are used to analyze the data.

A STUDY ON EMPLOYEE SATISFACTION

CHAPTER 6
DATA INTERPRETATION AND ANALYSIS

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A STUDY ON EMPLOYEE SATISFACTION

Gender

Particulars	No Of Respondents	Percentage
male	54	54
female	46	46
total	100	100

Table 6.1

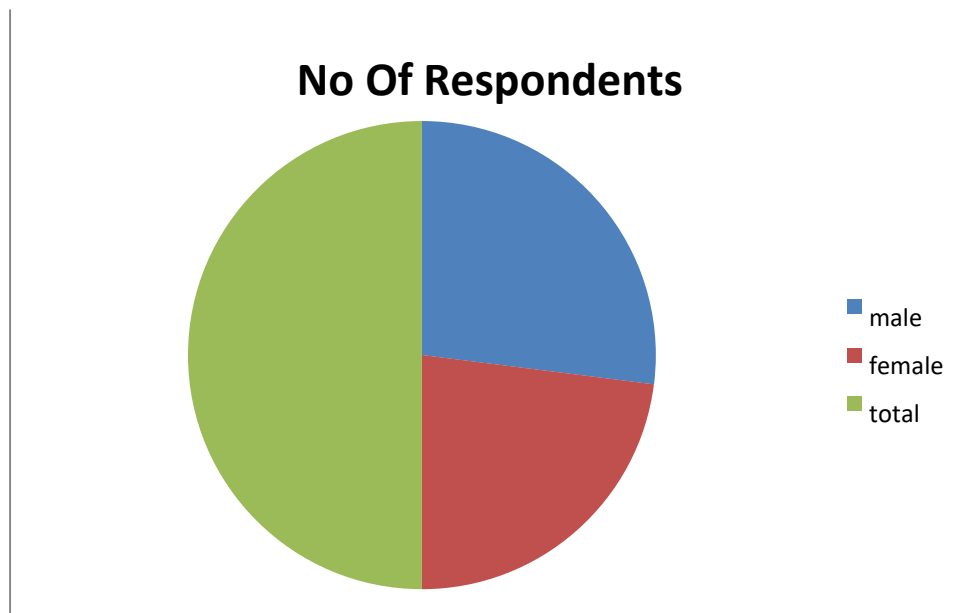


Chart 6.1

A STUDY ON EMPLOYEE SATISFACTION

	No Of Respondents	Percentages

Interpretation

A STUDY ON EMPLOYEE SATISFACTION

The above table shows more response in male and less response in female.

Age

Particulars

Below 20 30 27

21-30 68 62

31-50	10	9
Total	108	100

Table 6.2

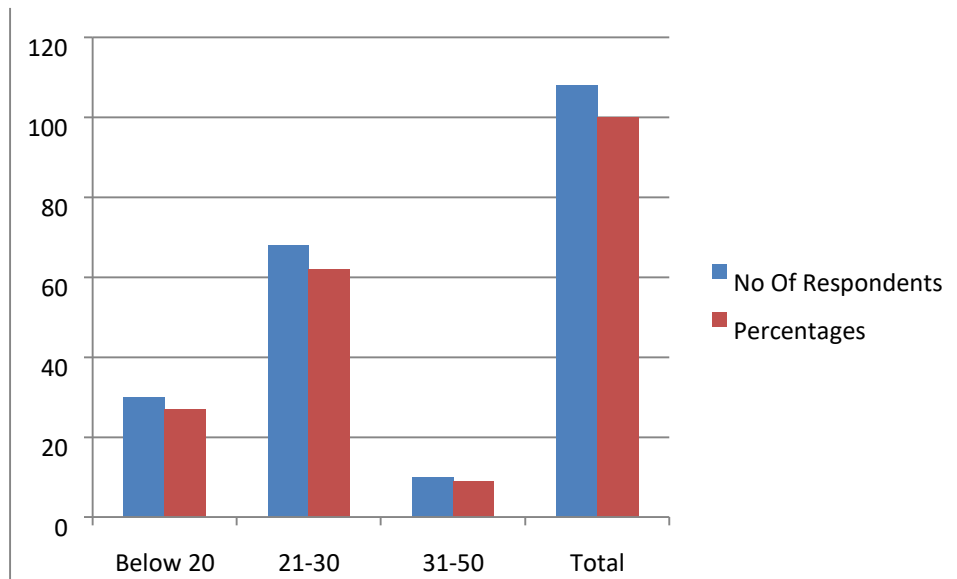


Chart 6.2

A STUDY ON EMPLOYEE SATISFACTION

	No Of Respondents	Percentages

Interpretation:

The above table shows the majority are belong to age group 21-30 (68%)
 Marital Status

Particulars

Single 76 76

Married 12 12

Others	12	12
Total	100	100

Table 6.3

Interpretation:

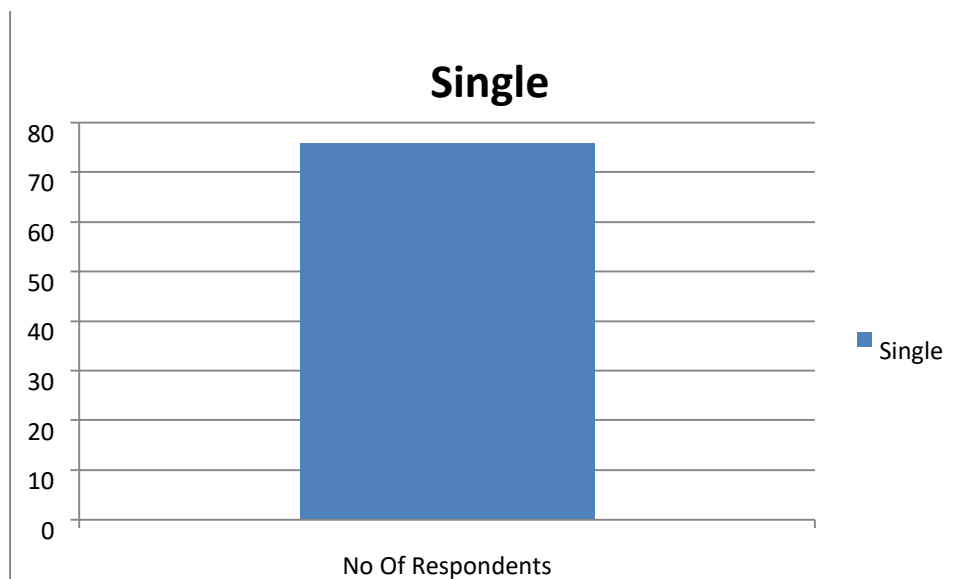


Chart 6.3

A STUDY ON EMPLOYEE SATISFACTION

Out of 50 response, 76% are single, 12% are Married, 12% are others.

A STUDY ON EMPLOYEE SATISFACTION

	No Of Respondents	Percentages

Educational level

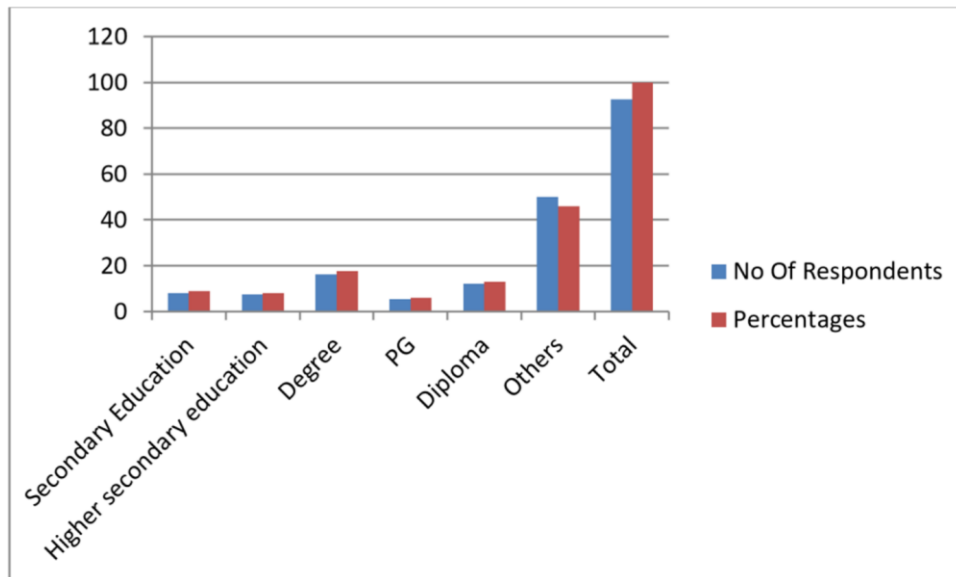
Particulars

Secondary Education 8.2 8.8

Higher secondary education 7.4 8

Degree	16.3	17.6
PG	5.5	5.9
Diploma	12.2	13
Others	49.9	46
Total	92.5	100

Table 6.4



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A STUDY ON EMPLOYEE SATISFACTION

6.1

Chart 6.4

Interpretation:

Out of 50 response, educational level of others are more. How long have you working for reliance trends?

Particulars	No Of Respondents	Percentages
Less than a year	62	62
1-5 year	26	26
6-10 year	8	8
11-20 year	4	4
Total	100	100

Table 6.5

A STUDY ON EMPLOYEE SATISFACTION

6.2

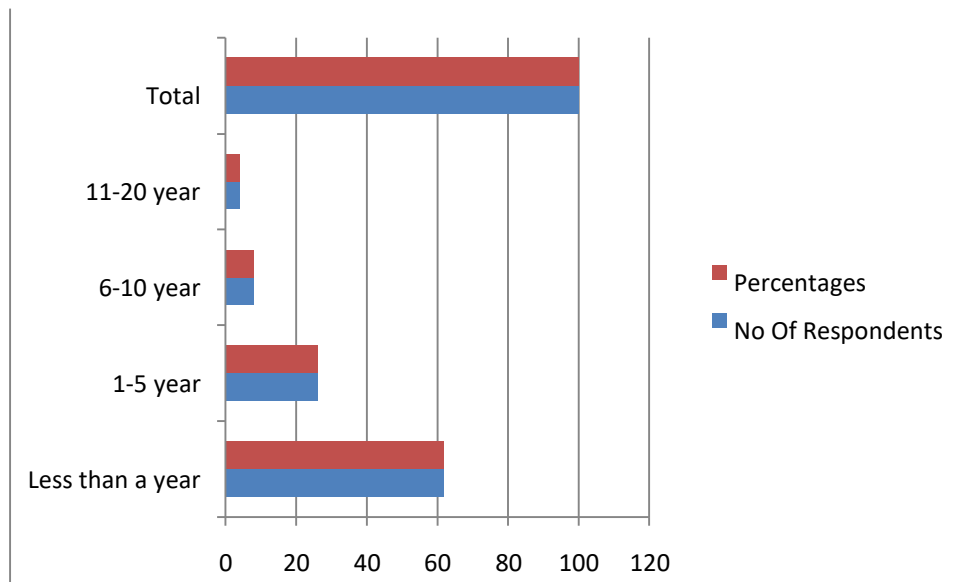
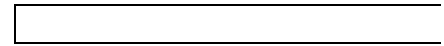


Chart 6.5

Interpretation:

The above table shows more working in less than a year, and less working in 11-20 years.

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6.3

What do you think about the Reliance trends working hours?

Particulars	No Of Respondents	Percentages
Comfortable	44.9	44.9
Uncomfortable	34.7	34.7
Under pressure	20.4	20.4
Total	100	100

Table 6.6

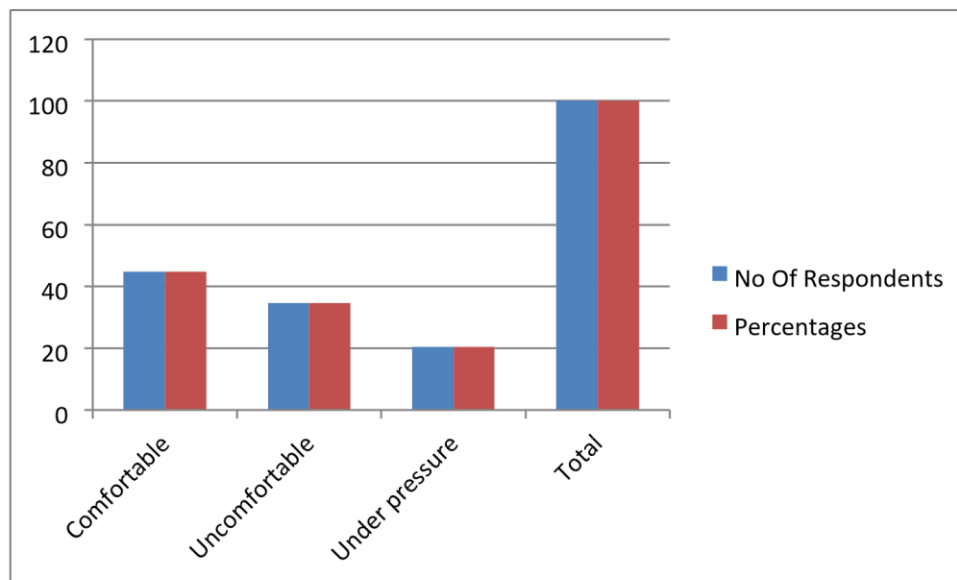
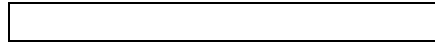


Chart 6.6

Interpretation:

A STUDY ON EMPLOYEE SATISFACTION

6.4



From the above analysis we can understand that 44.9% have comfortable of working hours at reliance trends. Then 34.7% are uncomfortable about the working hours.

A STUDY ON EMPLOYEE SATISFACTION

6.5

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A STUDY ON EMPLOYEE SATISFACTION

6.6

Are you satisfied with the salary or compensation offered by the reliance Trends?

Particulars	No Of Respondents	Percentages
Highly Satisfied	24	24
Satisfied	42	42
Neutral	20	20
Not satisfied	14	14
Total	100	100

Table 6.7

A STUDY ON EMPLOYEE SATISFACTION

6.7

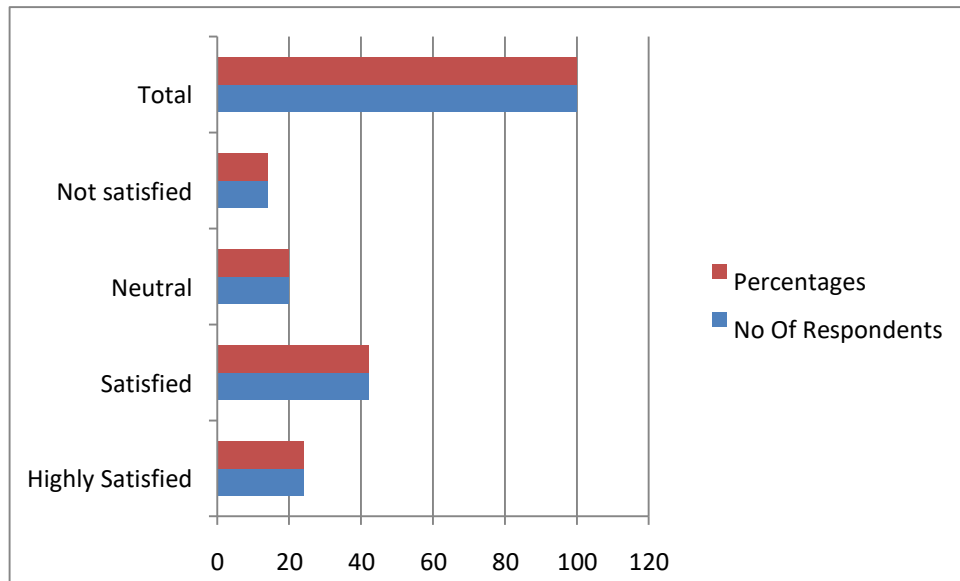


Chart 6.7

Interpretation:

From the above analysis we can understand that 42% of employees are satisfied with the salary offered by the reliance trends and 14% of less employees are not satisfied with the salary offered by Reliance trends.

Have you received sufficient training and support when you joined the Reliance Trends?

Particulars	No Of Respondents	Percentages
Yes	55.1	55.1
No	44.9	44.9

Table 6.8

A STUDY ON EMPLOYEE SATISFACTION

6.8

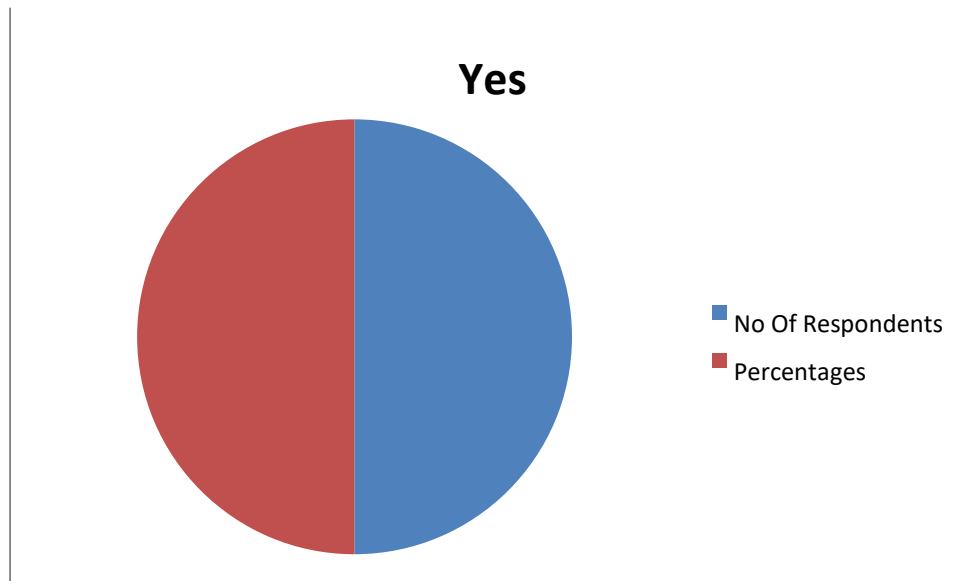


Chart 6.8

Interpretation:

From the above analysis we can understand that 55.1 % of employees are getting sufficient training and supports while joining at Reliance trends.

How satisfied are you with the overall facilities provided at Reliance Trends?

A STUDY ON EMPLOYEE SATISFACTION

6.9

Particulars	No Of Respondents	Percentages
Extremely Satisfied	12	12
Mostly Satisfied	38	38
Neutral	18	18
Very Satisfied	22	22
Dissatisfied	10	10
Total	100	100

Table 6.9

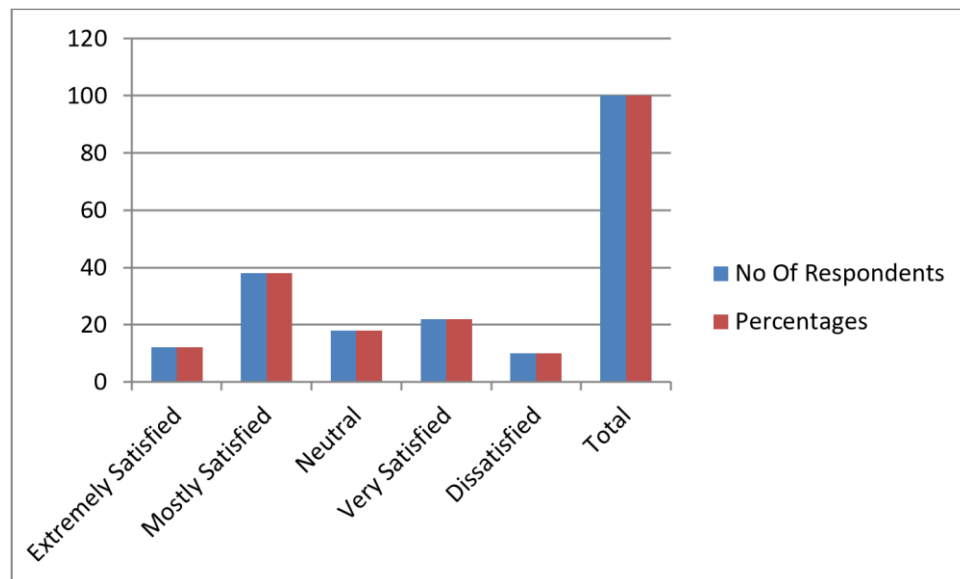


Chart 6.9

A STUDY ON EMPLOYEE SATISFACTION

6.10

Interpretation:

From the above analysis we can understand that 38% of respondents are mostly satisfied with the overall facilities and 10% of respondents are not satisfied with the facilities provided at reliance Trends.

Do you feel valued and appreciated for your work at Reliance Trends?

Particulars	No Of Respondents	Percentages
Yes, definitely	22	22
Sometimes	34	34
Rarely	20	20
Not at all	24	24
Total	100	100

Table 6.10

A STUDY ON EMPLOYEE SATISFACTION

6.11

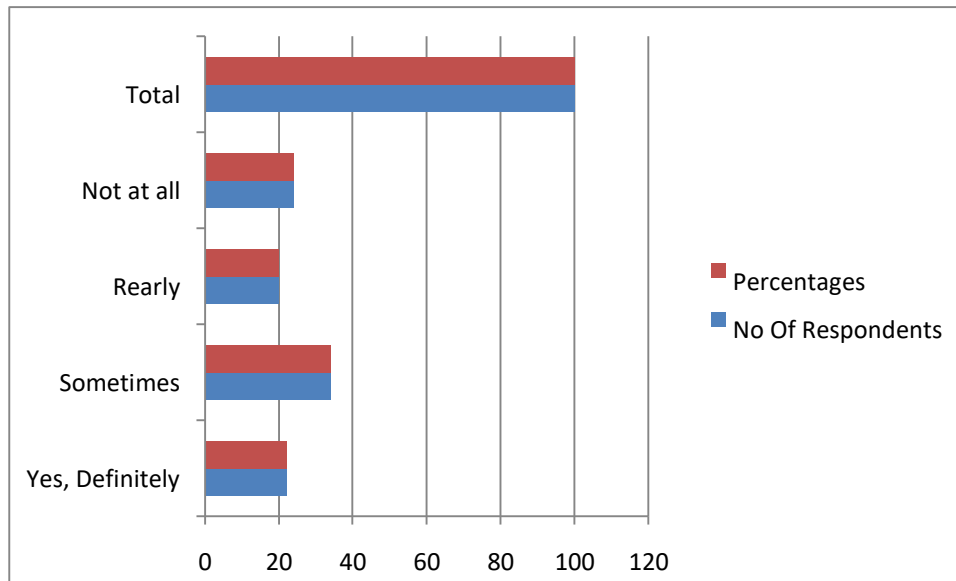


Chart 6.10

Interpretation:

From this, we can understand that 34% of employees are getting appreciated for their work at reliance trends and rarely 20% of employees are not getting appreciated for their work.

To what extend do you feel there is effective collaboration among the team ?

Particulars	No Of Respondents	Percentages
Very effective	32.7	32.7
Effective	36.7	36.7
Ineffective	14.3	14.3

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A STUDY ON EMPLOYEE SATISFACTION

6.12

Very ineffective	16.3	16.3
Total	100	100

Table 6.11

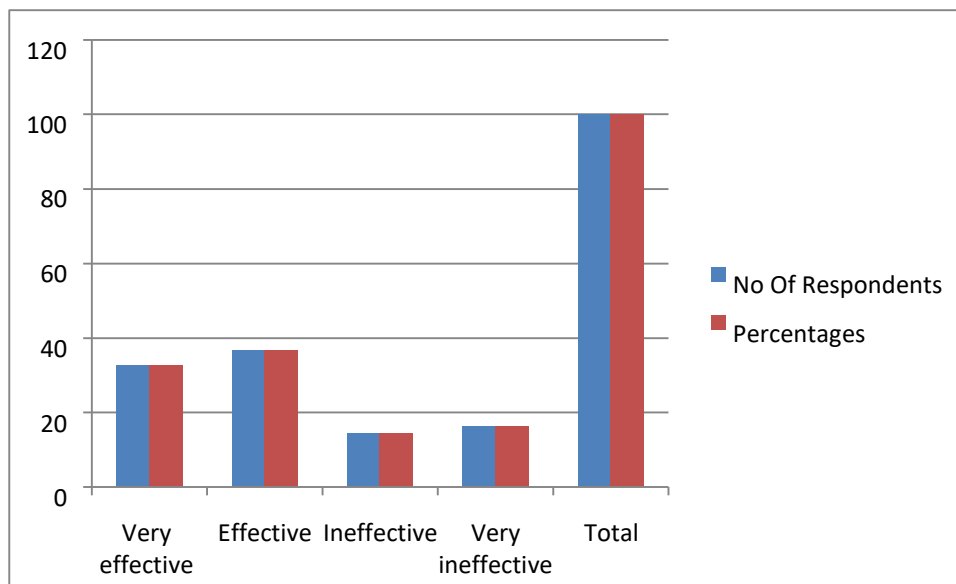


Chart 6.11

Interpretation:

From this, we can understand that 37% of employees are getting more effective collaboration among the team and 16.3 % of employees are getting less among the teams.

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A STUDY ON EMPLOYEE SATISFACTION

6.13

Do you feel supported by the management in your role at Reliance Trends?

Particulars	No Of Respondents	Percentages
Strongly Supported	32	32
Supported	36	36
Not Supported	32	32
Total	100	100

Table 6.12

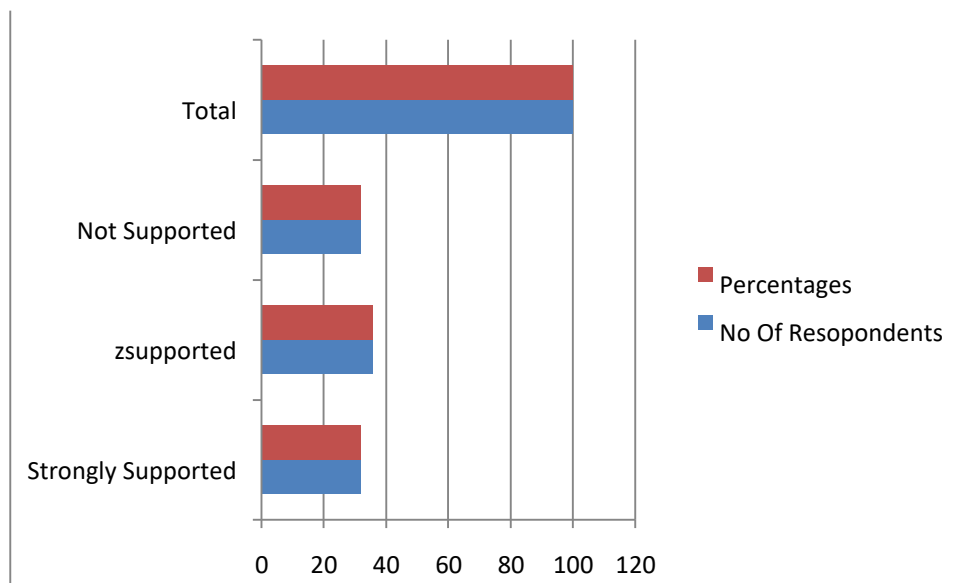


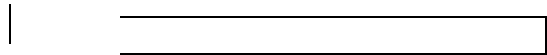
Chart 6.12

A STUDY ON EMPLOYEE SATISFACTION

6.14

Interpretation:

From this, we can understand that 36% of employees are more supported by the management in the role at Reliance Trends



How manageable do you find your workload at Reliance Trends?

Particulars	No Of Respondents	Percentages
Very manageable	26	26
Manageable	38	38
Unmanageable	36	36
Total	100	100

Table 6.13

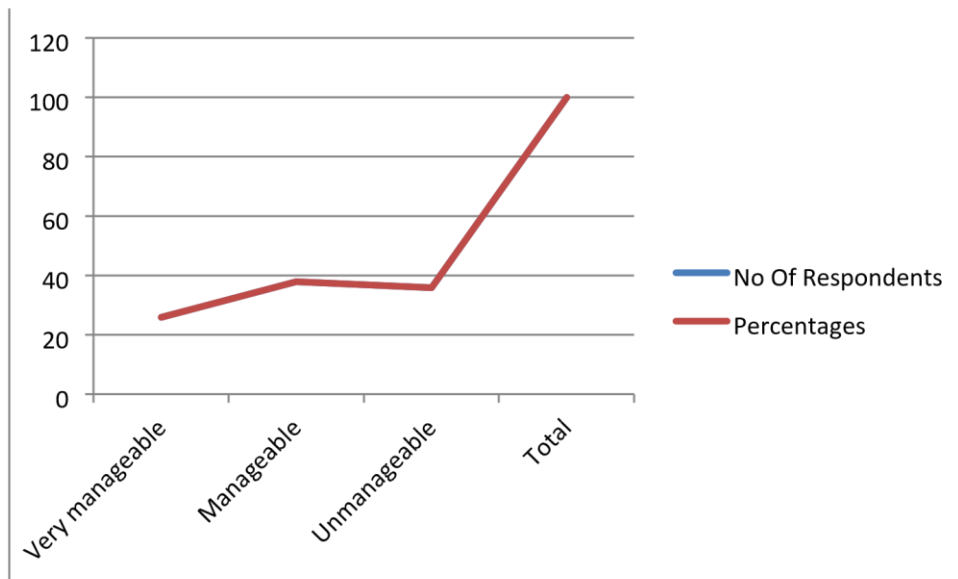


Chart 6.13

A STUDY ON EMPLOYEE SATISFACTION

6.15

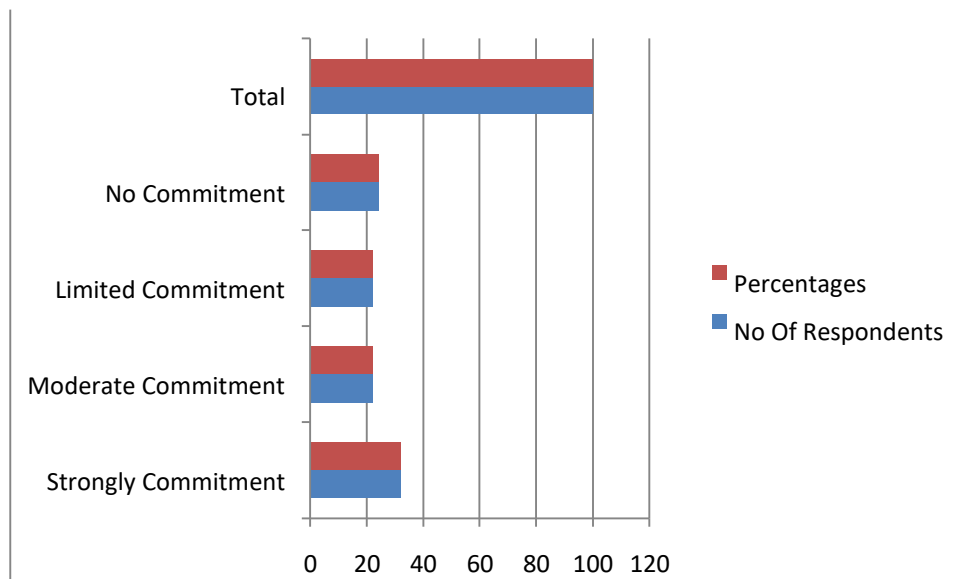
Interpretation:

From this, we can understand that 38% of employees are _____ manageable for their workload at Reliance trends and 26% of employees are not manageable for their workload at Reliance Trends.

How well are employee's recognition programs implemented within reliance trends?

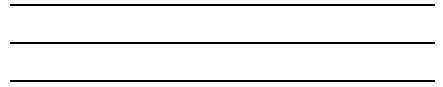
Particulars	No Of Respondents	Percentages
Strongly Commitment	32	32
Moderate Commitment	22	22
Limited Commitment	22	22
No Commitment	24	24
Total	100	100

Table 6.14



A STUDY ON EMPLOYEE SATISFACTION

6.17



A STUDY ON EMPLOYEE SATISFACTION

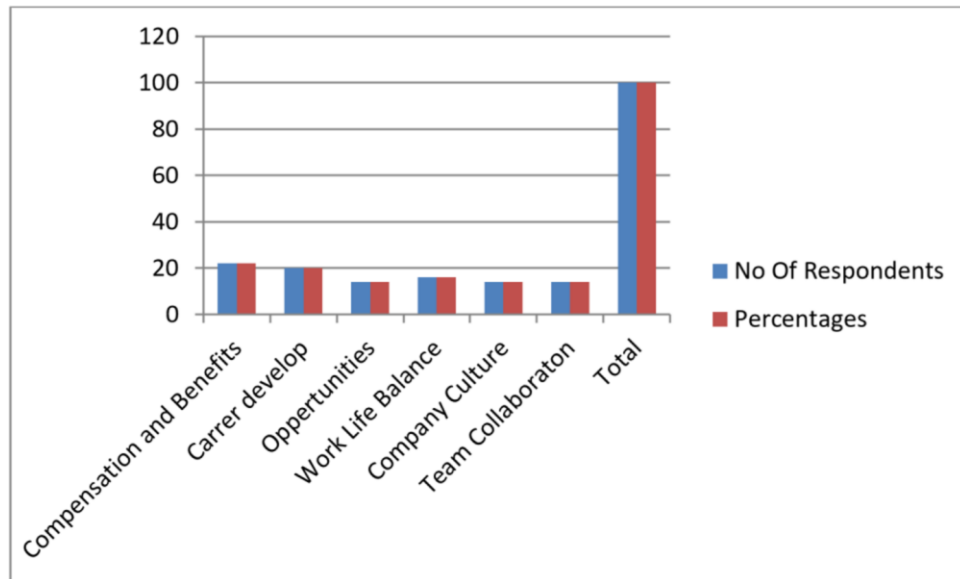
6.14



Chart 6.14

Interpretation:

From this we can understand that the employees are strongly commitment with the recognition program implemented within reliance trends.



Interpretation:

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6.19

What factor contributes most to your job satisfaction at reliance trends?

Particulars	No Of Respondents	Percentages
Compensation and Benefits	22	22
Carrer develop	20	20
Oppurtunity	14	14
Work Life Balance	16	16
Company Culture	14	14
Team Collaboration	14	14
Total	100	100

Table 6.15

Chart 6.15

From this we can understand that most employees are contributes Compensation and benefits for job satisfaction at reliance trends.

6.16

Particulars	No Of Respondents	Percentages
Yes	52	52
No	48	48
Total	100	100

Do you have good relationship with customers?
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Table 6.16

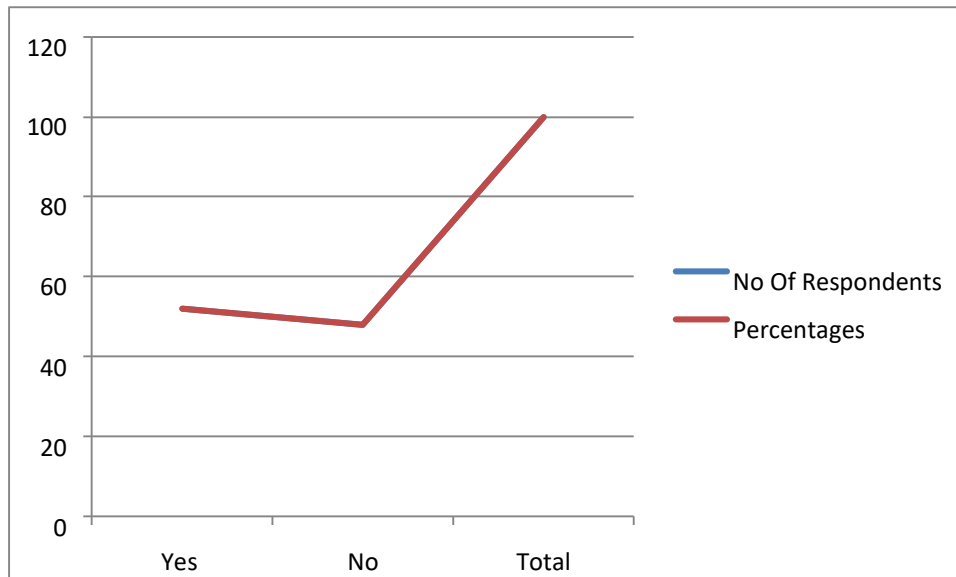


Chart 6.16

Interpretation:

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6.21

From this we can understand that 52% of employees have good relationship with customers .

Interpretation:

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6.22

How satisfied are you with your overall experience working at reliance trends?

Particulars	No Of Respondents	Percentages
Very Satisfied	34	34
Satisfied	14	14
Neutral	22	22
Dissatisfied	20	20
Very Satisfied	10	10
Total	100	100

Table 6.17

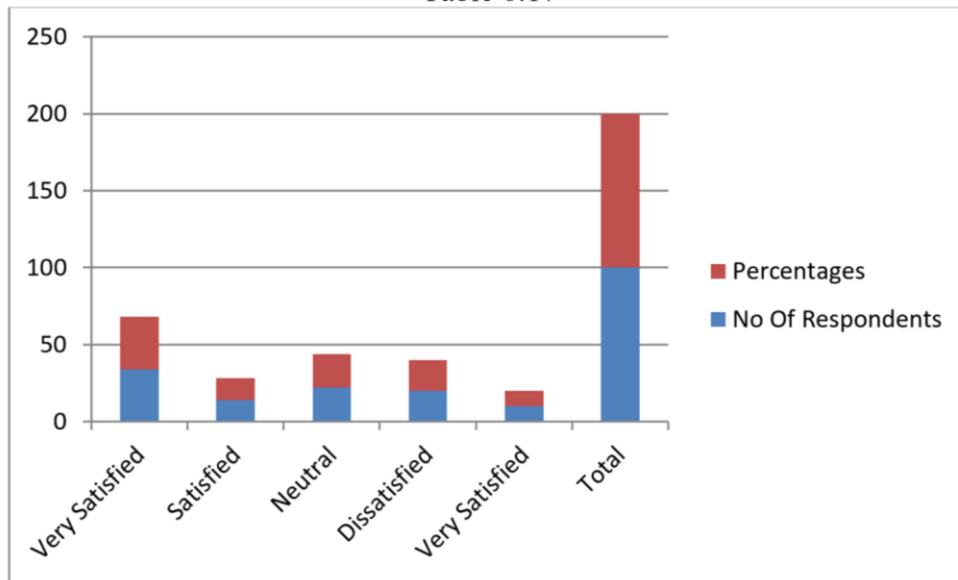


Chart 6.17

From this we can understand that 34% of employees are very satisfied with the overall experience working at reliance trends.

How frequently do you feel recognized for your contributions and hard work at Reliance Trends?

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6.23

Particulars	No Of Respondents	Percentages
Once or twice a week	32	32
Once a month	26	26
Rarely	14	14
Never	28	28
Total	100	100

Table 6.18

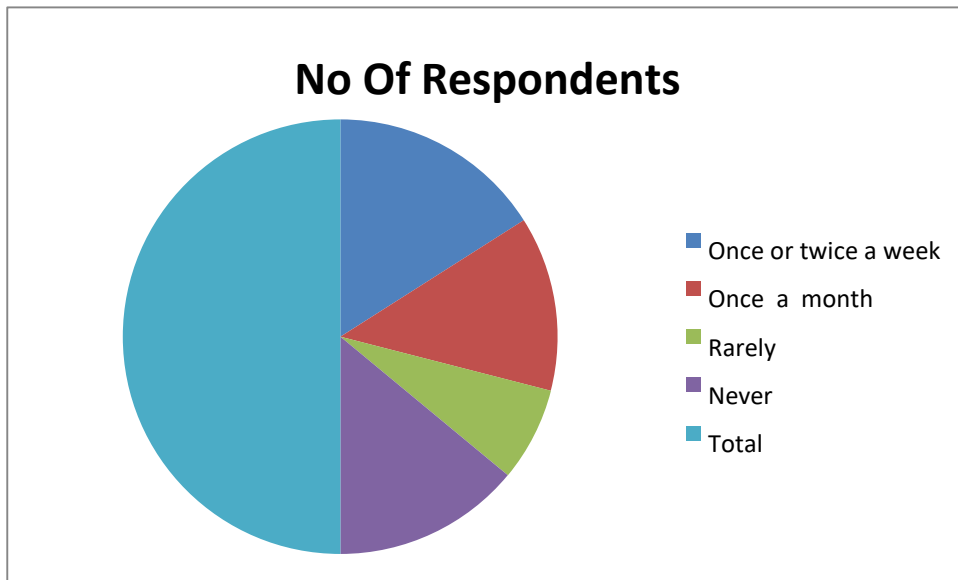


Chart 6.18

Interpretation: _____

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6.24

From this we can understand that the employees are recognized their hard work and contributions once or twice a week at reliance trends.

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6.25

How impact full do you perceive the corporate social responsibility initiatives of Reliance Trends?

Particulars	No Of Respondents	Percentages
Active and impact full	34	34
Active but limited impact	36	36
Limited	24	24
None	6	6
Total	100	100

Table 6.19

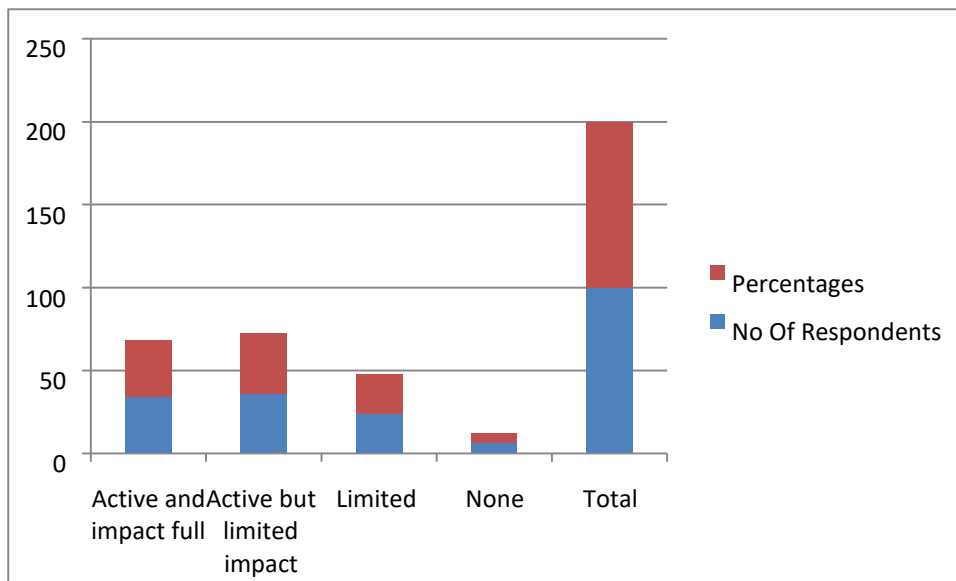


Chart 6.19

A STUDY ON EMPLOYEE SATISFACTION

6.26

Interpretation:

From this we can understand that 36% of the employees are active but limited impact in perceive corporate social responsibility at reliance trends .

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CHAPTER 7

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- 6 Since the client is now king of the market, businesses must prioritize customers. The action a selling organization takes to keep clients as their assets is known as employee retention. The primary goal of the survey is to ascertain what Reliance Trends customers anticipate from them. And what steps are need to take to keep the customers. Since there are 100 samples selected, the population size is in customer retention. Thus, this study fits the definition of descriptive research using a random sample approach.

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- 7 It frequently takes circumstances and your own instincts to decide whether or not you are happy in your profession, whether it is the appropriate fit for you, and why that matters. For some, having a specific range is a need of the ideal work.
- 8 When it comes to building stores, organizing clothing, and providing fashion accessories, Reliance Trends is the fitness at catering to customer preference by building to their likes and expectations. The primary objective of the research was to investigate how customers preference influences purchase decisions and influences customers choice for reliance trends.
- 9 They support the dements of the customer by elucidating their behavior. A fundamental marketing tactic that helps with distributions, product creation, branding, and customer experience is appealing to consumer preference. Marketers anticipate that but knowing why customers purchase specific goods and service, they will be able to identify which things are in demand, which are outmoded and how to best display the commodities to customers.
- 10 It is evident from the study that most respondents prioritized product quality while selecting a retail location. Consumers tended to favor retailers who offered them high-quality goods at competitive prices.
- 11 It is evident from this study that consumers felt Reliance Trends had continued to provide products with the same level of quality and accessibility.
- 12 Based on research, I discovered that Reliance trends in store product categories offered ample basis room for customers.

SUGGESTIONS

- † Encourage unity amongst people.

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- † Clearly define your goals.
- † Show that you are grateful.
- † Promote the growth of your staff.
- † Pay attention to the workers.
- † Offering training, up-skilling, mentoring, or coaching.
- † Compensation.
- † Respectful treatment of all employees at all levels.

- † Job security.
- † Trust between employees and senior management.
- † Career advancement opportunities.
- † Focusing on employee engagement.
- † Create a complete strategy that covers remuneration, benefits, work-life balance, recognition, and growth possibilities. † Environment and Workplace Relationships

- † A Fair and Competitive Salary.
- † Foster a diverse and inclusive workplace culture where all employees feel valued, respected and included.
- † Provide opportunities for leadership training, coaching, and feedback, to help managers effectively lead and motivate their teams.

- † Work-Life Balance.
- † Culture Alignment.
- † Encourage cooperation over competition.
- † Implement formal recognition programs and provide regular feedback on employees performance to acknowledge their contributions and achievements.

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- † Balanced lifestyle.

CONCLUSION

- † Reliance operates businesses in a variety of industries, including broadcast communications, materials, petrochemicals, retail, common assets, and vitality. Regarded as one of the most well-known companies in India, Reliance trends is the largest organization that is “traded on an open market” in terms of showcase capitalization and income estimates, having previously surpassed Indian Oil Corporation, Reliance Industries became the first Indian firm to reach the 100 billion market value threshold on October 18, 2007.
- † A high level of employee satisfaction within an organization indicates that its teams are happy and productive. When employee happiness is low, a company may see a large number of employees leave the organization.,
- † Creating and sustaining a positive corporate culture is critical to employee happiness and retention. It promotes a friendly and fulfilling work environment, fosters a sense of community, and encourages collaboration and teamwork among employees.
- †
It may create a hostile work environment. Employees who are disengaged and dissatisfied may disseminate negativity to their coworkers, lowering morale. This unfavorable work culture can lead to lower motivation, more conflict, and less collaboration among team members.
- † Even though there are many competitors in the fashion industry, Reliance Trends is still providing good products for their consumers. Hence, I conclude that most of the consumers are satisfied with the Reliance Trends.
- † The role of management in promoting employee satisfaction and retaining top talent is critical. Effective and supportive management can lead to increased job satisfaction, improved performance, and a lower likelihood of turnover, while poor management can have the opposite effect.
- † However, job happiness improves people's motivation and energy levels. Furthermore, a

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study published in the Journal of Applied Psychology discovered that when people are more satisfied with their jobs, they have better moods, which spill over into their personal lives.

ANNEXURE

A STUDY ON EMPLOYEE SATISFACTION

QUESTIONNAIRE

1. How long have you working for the Reliance?

- Less than a year
- 1-5 year
- 6-10 year
- 11-20 year

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-

21 above

2. What do you think about the reliance trends working hours?
 - Comfortable
 - Uncomfortable
 - Under Pressure
3. Are you satisfied with the salary or compensation offered by the reliance trends?
 - Highly satisfied
 - Satisfied
 - Neutral
 - Not satisfied
4. Have you received sufficient training and support when you joined the reliance trends?
 - Yes
 - No
5. How satisfied are you with the overall facilities provided at reliance trends?
 - Extremely satisfied
 - Mostly satisfied
 - Neutral
 - Very satisfied
 - Dissatisfied
6. Do you feel valued and appreciated for your work at reliance trends ?
 - Yes, definitely
 - Sometimes
 - Rarely
 - Not at all

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-
7. To what extent do you feel there is effective collaboration among the team?
 - Very effective
 - Effective
 - Ineffective
 - Very ineffective
 8. Do you feel supported by the management in your role at reliance trends?
Strongly supported
 - Supported
 - Not supported
 9. How manageable do you find your workload at reliance trends?
 - Very manageable
 - Manageable
 - Unmanageable
 10. How well are employee's recognition programs implemented within reliance trends?
 - Strongly commitment • Moderate commitment.
 - Limited commitment
 - No commitment
 11. What factor contributes most to your job satisfaction at reliance trends?
 - Compensation and benefits
 - Carrer develop
 - Opportunities
 - Work life balance
 - Company culture
 - Team collaboration
 12. Do you have good relationship with customer?
 - Yes
 - No
 13. How satisfied are you with your overall experience working at reliance trends?

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-
- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

14. How frequently do you feel recognized for your work contributions and hard work at reliance trends?

- Once or twice a week.
- Once a month
- Rarely
- Never

15. How impactful do you perceive the corporate social responsibility initiatives of reliance trends?

- Active and impact full
- Active but limited impact
- Limited
- None

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