ABSTRACT

This focus of this research is to discuss the effect of de-motivation on the organizational performance in the context of Hyderabad Region. The gap was identified with the aid of literature. The basic argument develops for this endeavor is that the de-motivated employees are less productive for the organization; and hence leads to the poor job performance. Moreover, de-motivated employees can influence on the other motivated employees; hence critical to study.

Based on the extensive and extant literature, the relevant factors were identified. A literature framework was constructed, and explicit enquiry is made based on the research question. The research question helps in developing objectives of this research. Three objectives were made – from identification to developing a framework to encounter the de-motivation of employees within certain organizations in Hyderabad region. This framework will be a major contributing factor of this research. A suitable framework may help neutralizing the lack of productivity within organizations.

This research essentially measures the impact of employee de-motivation on organizational performance; hence it requires a correlation measure. Pearson correlation technique is used to measure this. Four categories are chosen for this research. Each category is comprised of set of questions. In order to understand the level of de-motivation, each category is correlated within. The significance level is the chosen indicator to see the level of motivation.

Based on the results and analysis, it was found that monetary and other fringe benefits are the driving factor which is responsible for the employee de-motivation. In addition to that, work environment and supervision has moderate influence on the outcome of employee performance, hence de-motivation. Workload appear to be less significant factor for employee de-motivation.