INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY AND MANAGEMENT SCIENCE

ISSN 2231-6752

A STUDYON IMPROVE EMPLOYEE ENGAGEMENT, MOTIVATION, AND JOB SATISFACTION IN MUTHOOT FINANCE THIRUPPANANDAL

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ABSTRACT

This study investigates the crucial relationship between organizational culture and employee performance, examining how shared values, beliefs, and behaviors influence employee motivation, productivity, and overall effectiveness.

A strong, positive culture fosters employee engagement, commitment, and adaptability, acting as a key driver for organizational success, particularly in dynamic markets. By analyzing dimensions such as teamwork, communication, leadership, and psychological capital, the research identifies specific cultural elements that significantly boost job performance and satisfaction.

Findings reveal a significant positive correlation, suggesting that investing in a supportive culture directly enhances key performance indicators and reduces turnover, offering valuable strategies for management to cultivate a more productive workforce.

The research aims to quantify these relationships, often using quantitative methods like regression, to provide actionable insights for developing stronger, performance-enhancing work environments.

Key words: employee engagement, commitment, and adaptability, employee motivation, productivity, and overall effectiveness.