

A Project Report on

**“A STUDY ON METHODS OF IMPROVING EMPLOYEE
PERFORMANCE AND EMPLOYEE MOTIVATION WITH SPECIAL
REFERENCE TO GOOGLE INC. INDIA”**

Submitted to

Department of Management Sciences & Research (DMSR)

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Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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Under the Guidance of

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NAAC Accredited “A” Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Miss. Jasmeet Kaur Sachdev** has submitted the project report titled, **"A STUDY ON METHODS OF IMPROVING EMPLOYEE PERFORMANCE AND EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO GOOGLE INC. INDIA"**, under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Academic Year 2023-24

DECLARATION

I, **Miss. Jasmeet Kaur Sachdev** here-by declare that the project with title “**A STUDY ON METHODS OF IMPROVING EMPLOYEE PERFORMANCE AND EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO GOOGLE INC. INDIA**”, has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G.S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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Miss. Jasmeet Kaur Sachdev

Place: Nagpur

Date:

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CHAPTER I
INTRODUCTION

INTRODUCTION:

Motivation can be defined as a set of factors that influence people's behavior. A motivated worker often focuses more on quality. One reason why motivating people is such a difficult task is the changing workforce. Highly motivated workers are more productive than disengaged workers. New employees are introduced to the different needs and expectations of companies. They are different in terms of values, beliefs, backgrounds, lives, opinions and attitudes. Few companies realize this and few HR professionals know how to motivate such a diverse workforce. Employee performance has to be encouraged when they are hired, trained, and compensated. Simply described, a group of elements that affect people's conduct may be referred to as motivation. People are motivated by rewards that they can relate to and believe in. The world is now different. Everybody wants more. Dedicated employees are always looking for more productive work practices. Employers should be encouraged to perform jobs in more efficient manner by their managers.

In today's technologically advanced world, employees are aware of the services they have to provide in return for some revenue from their company. In contrast, a business owner must identify and satisfy the needs of his workers in order to satisfy them. To do this, the employer must apply theories of motivation that provide a clear understanding of how and why employees are motivated and satisfied. Regardless of the field – politics, economics, technology or society – the above logic holds true. For example, in some societies, a single person works as well as a family member. He is responsible for disciplining his children, keeping them focused on their homework, and keeping them out of harmful associations. A matching query will now appear. How can you encourage them to study? Here, the employee acts as the employer and the employer-employee relationship.

In certain circumstances, what employees want from their jobs is related to salary, job stability, opportunity for advancement, status, pleasant work environment, advancement in their health and safety and efficient and fair management.

Managers in any company are the people most interested in finding the answer to the question of what leads the employee right. Depending on time, country, organization and circumstances, conclusions from different methods vary.

As a result, it is essential to gain insight into motivational strategies used by companies to increase employee morale and periodically assess people's motivation levels.

Money and wages are the main motives from the employer's point of view. But not every employee has the same needs and preferences. Consequently, not all types of workers perceive a gift as an incentive. As a result, companies that rely primarily on financial incentives rarely have successful incentive programs.

To provide workers with a full pay package, employers usually add bonuses or perks to earnings or salaries. Most companies realize that rewards and performance go hand in hand. The level of talent and the desire to take advantage of the ability to demonstrate both effectiveness. Performance standards are essentially objective measures of worker productivity. Productivity and performance gains should be linked to other benefits such as promotion. Rewards should be based on performance, not hours worked. Any incentive program must operate on the basic principle that if rewards are linked to productivity, workers will be more motivated to increase output. Productivity remains a very elusive issue in human resource management.

Employee motivation strategies are as varied and diverse as organizations operating in today's global economy. What are the characteristics of the business and its sector? Is it small or large? What kind of culture is promoted? Is it traditional or avant-garde? What are the top priorities of workers? What steps were taken to find out?

The most effective strategies for motivating workers focus on what they value most. People working in the same department in the same company are likely to have different motivators. Today, many companies find that allowing more flexibility in job design and compensation increases employee retention, increases productivity, and improves morale.

Despite the diversity of this "cafeteria plan" for the chain of work and reward, all companies that want to increase employee engagement use several strategies.

The project effort focused on Google India is called "Methods to improve performance issues and motivate employees in HR". It is primarily designed to discover the activities of Google

India employees and what inspires their organizational activities.

The primary responsibility of management is to use human resources wisely to achieve organizational goals. Personnel management is the allocation of human resources in such a way as to increase the productivity of the organization and develop the potential of employees to the maximum extent possible. A manager, in an organization, can motivate another person—say, an employee—to take action by ensuring that the individual has a means to achieve his or her goals and objectives. In addition, strong desires must be directed in ways that satisfy workers' inherent needs and are directed in ways that are beneficial to the organization.

One of the biggest problems any company faces is employee motivation. The primary responsibility of every manager is to motivate his team members to work hard or create a "will to work" attitude. A worker may be fully qualified to perform certain duties, but if he is unwilling to work, nothing can be done. A manager should use motivation in the right way to motivate his team to follow. Therefore, this research also focuses on employee motivation among those working in Google India.

Motivation as a concept:

The word "motive" comes from the word "motive" which refers to any idea, need or feeling that prompts a person to act. No matter what a man's behavior is, he is always a motivator. Motivation depends on the individual's motivation. His wants and desires can be examined to determine his motives. There is no overarching theory that can explain the variables that influence the motives that direct human action at any given moment. In general, different motives operate at different times and influence people's behavior. The study of motivation examines the human motivations that underlie various types of action.

Definition of Motivation:

"Motivation is the act of trying to persuade people to accomplish their task via the potential of benefit or reward," says Edwin B. Flippo.

Significance of Motivation:

Getting group members to cooperate successfully, demonstrate their commitment to the group, and properly execute the organization's goal are all aspects of motivation. If employees are sufficiently motivated, the following results can be expected.

- Employees generally want to increase their productivity by expanding their skill sets and knowledge to contribute to the growth of the company. Productivity also increases as a result.
- If management provides opportunities for employees to meet their physical and mental needs, the workforce will be happier. Employees willingly help the management and do their best to further the business goals.
- Healthier interpersonal relationships in the workplace result in reduced conflict between employees and management.
- Less employee absenteeism and less manpower.
- Number and quality of goods increases. Less waste and scrap is produced. Public perception of the company is also improved with high-quality goods.
- There will be a reduction in the volume of complaints and grievances. The rate of accidents is expected to decrease.

Motivation Process:

- Tension
- Identification of need
- Course of action
- Feedback
- Result –Positive/Negative

Theories of Motivation:



McClelland's Achievement Needs Theory:

McClelland's identifies three types of needs:

The strongest and most enduring drive is the desire to achieve (n Ach). Especially when it comes to who meets other demands. They are always in need of progress and are preoccupied with the lack of conditions to which the success of their efforts is directly related. They set more challenging but achievable goals for themselves because achieving easy-to-achieve goals rarely makes them feel accomplished.

The need for power (n power) is the desire to manipulate the environment and influence the behavior of others. Positive power motives lead to local leadership styles, while negative power motives tend to be autocratic.

The need to belong (n Aff) relates to social needs and fosters friendship. As a result, social circles or informal gatherings begin to appear.

Behavioral Change Theory:

According to this theory, people's actions are the result of good and bad past experiences. Learning theory underpins this idea. Skinner studied mice and school children in his study. Learn that rewarding a desired behavior as soon as possible reinforces the stimulus for that

behavior. The situation of financial and non-financial incentives in an industrial environment demonstrates the application of the theory.

The excitement and reward is more immediate than it encourages. Withdrawal of gift in case of sub-employment may produce the desired result. Research has shown that rewarding desired behavior is more effective than punishing unwanted behavior.

Theodore H. The absence of Maslow's hierarchy indicates a weak idea of motivation:

The published writings of behavioral psychologists AH Maslow and Friedrich Heisberg, known as the "Bible of Motivation," serve as the conceptual foundation for the bulk of motivational thought. Despite the fact that his theory is largely relevant outside of academia, Maslow himself did not modify it for the industrial world. Douglas MacGregor explained several issues with people management and labour relations using Maslow's theory.

There are five different categories of human needs that make up the hierarchy, according to Maslow's theory. Self-actualization requirements are at the greatest level while physiological demands are at the lowest level. Maslow's hypothesis is founded on the notion that people should seek out other creatures who have a hierarchy of wants, some of which are high and some of which are low. As lesser wants are satisfied, higher requirements emerge. Prior to addressing greater requirements, lower wants must be satisfied. The fulfillment of a need is not a motivation. This is comparable to the conventional economic idea of decreasing returns. The hierarchy of needs that a person has at work is now a widespread tool in people's company, and when these needs are met, they serve as strong motivators and behavior conditioners.

The order of needs Men have five fundamental requirements. These are the ego, social, physiological, safety, and self-actualization requirements, according to the hierarchy of needs.



The five basic urges mentioned above are considered the urges that motivate behavior. The first form shows how to set up various orders. The latter is more useful in showing how satisfying lower needs serves as a basis for satisfying higher demands. It also shows how the proportion of people who meet the highest demands eventually decreases.

Bodily requirements of the body: Before moving up the ladder, a person must tend to his physical requirements, such as food, clothes, and shelter. The compensation rates, pay structures, and to some degree the physical needs of the work must meet these physical requirements.

The need to be free from danger, whether it comes from the outside world or other people, comes next in the hierarchy of needs. A person wants to feel secure in his safety and that it will last for a fair amount of time after his bodily requirements are addressed. Along with protection against job hazards, safety requirements may also encompass protection against disease, tragedy, old age, etc. Safety rules, social security safeguards, labor laws that provide for worker protection and collective bargaining agreements are often used to satisfy these criteria.

A person grows increasingly conscious of the need for a strong sense of identity and belonging as his expectations rise. It is motivated by the need to love and be loved, as well as by the want to fit in and be recognized by others. In a huge organization, establishing social relationships

is challenging. But it is feasible to form close relationships with at least some coworkers. In a hostile atmosphere, every employee wants to feel like they are a part of things rather than an outsider.

Ego or Esteem Requirements: These needs are manifested in our need for respect, prestige, and recognition at work, such as via promotions, management involvement, and self-satisfaction of workers. - Communication. Demands for self-esteem include the need for achievement, confidence, knowledge, and competence, among others. It is crucial to express appreciation for a job well done in the workplace, but what matters more is that the employee feels that his boss values him as a person and as a contributor to the success of the company.

CHAPTER II
COMPANY PROFILE

COMPANY PROFILE:



Google India has made great strides since opening its headquarters there in 2004. Despite slow growth in online advertising and pessimism after the recession, the industry has built on its strengths and technology foundation and is poised to dominate the growing online and mobile advertising segment.

When Sergey Brin and Larry Page worked together at Stanford University in 1995 on a project called BackRub, they had no idea it would eventually grow into the formidable company Google. The name "Google" sounds like the mathematical phrase "googol", which refers to a single number with one hundred zeros. When Brin and Page approached the President of India nearly nine years later, in 2004, they realized that India was a very active country. In the same year, they opened their doors in Bangalore in October before moving to Hyderabad to officially open the second engineering office for their IT company. The world's largest internet company has started its adventure in India.

Today, there are millions of websites that subtly challenge the "nation-states" thesis, and more than 100 million Indians use these websites for various purposes, yet Google's position among Internet users and its stable user base remain unaffected. "In the early days of the Internet, 80% of Indians visited www.google.com to check the status of their Internet connections. A digital director at one of the major media planning companies remembers what it was like when the Internet was the new medium and Google. Synonyms, today both of them are doing very well in India.

The number of people using the Internet has grown exponentially, and some of these millions of users have greatly enhanced online commerce. One of the many technology leaders in this field, but one of the most powerful, is Google. For new Internet users who may have just started double-clicking the browser icon on their desktop, Google is synonymous with Google Search.

In a way, Google India is one of the advanced advertising industry related to search advertising. Hey ho! It also has a large market share in the search industry, but Google dominates the sector and is not the only company that stands out in the industry because of its early start. To the surprise of many, display advertising in India has grown significantly over the past three years, but Google is yet to reach the same scale and scale.

Google is a late entrant to the display ad market, but video ads, which are part of India's fastest-growing display ad market, are well-supported by Google Display, which registered an impressive 100% growth last year compared to the general display industry's 40% growth. Rate.. For us, this is excellent news. Rajan Anandan, Managing Director and Vice President of Sales and Operations at Google India, stated that the display advertising category in India is expanding faster than ever before. At Google India, "our display business represents a large portion of our total revenue," he continues. According to a recent analysis by IDC, a global market research provider, Google has overtaken Facebook in the US display advertising market. Although the characteristics of the Indian Internet business are very different, the company expects a similar story for the Indian market. So, despite the dominance of Facebook and Yahoo! In India, display will be Google's primary focus in the coming years. I have already achieved some success in this field.

Two major businesses – YouTube and mobile operating systems – have been the biggest contributors to this expansion. With the number of YouTube users in India crossing 25 million, more than double from last year, the Android operating system has also made strides in the country's burgeoning mobile industry. Contrary to what competitors might expect, Google's dominance in key digital spaces such as search, email, video and maps is not the result of coincidence or early access to the Internet industry, but the result of continuous human and financial investment in innovation. "Google Design is present globally and in India. More than 2,000 workers in India are involved in innovation in some capacity," Anandan revealed.

GOOGLE REFRESHED:

With around 2,000 employees working in technology, sales, operations, marketing, communications and research and development, Google employs the most professionals in India, second only to the United States. Google has internal growth ambitions as more consumers and marketers choose the Internet route. Although Google is often referred to as a

technology company in this sector, recent corporate developments show that the company's strategy in India goes beyond R&D and technology. The company has just increased the number of sales representatives in India. Under Shailesh Rao's direction, the company quickly realized in 2010 that it needed to communicate closely with Indian marketers and media agencies to improve its other business areas and technology development. This is despite the irony that followed the economic downturn and slow growth in online advertising. Reason: Due to the growing number of internet, mobile and smart phone users as well as the importance of digital media in the regular media mix of big advertisers, marketers are increasingly attracted towards online and mobile media. Recent and mid-capital appointments in India, including Praveen Sharma of Madison Communications, who joined the business in 2010, and Bonita Arumugam of Madison Media Group, show her close relationship with marketers and keen eye for marketing activities. One of Google's major strengths is its research and development staff, who not only work in India but also collaborate closely with their international counterparts. Google engineers are not focused on developing technology and content for India. In addition, they began to add the capabilities of an international organization.

Adventure plans:

India is now Google's third largest internet market in the country, so it won't be surprising if it overtakes it as the top market soon. Anandan emphasized that all of Google's verticals have seen significant growth over the past few years, even as internet usage in India is expanding rapidly and millions of small and large internet companies have benefited from this revolution. "Our business is growing rapidly. Our display ad activity is up 100%, search advertising is up 60%, enterprise business is up 300% year-over-year and YouTube Mobile is up 300%. According to him, Chrome is outperforming all other browsers. For us, the market is really critical and we have invested heavily in everything.

GOOGLE'S TAKE ON DIGITAL INDUSTRY:

For both the Internet in general and Google in particular, there has been a shift from website use to utilitarian use online. The number of Internet users has crossed 100 million and is expected to reach 300 million in the next three years. "People have been using the Internet for about 18 months to research goods and services, make online purchases, pay bills and other things. When asked how the sector is faring, Anandan explains, 'It has become very useful. It

has implications for marketers. His list of important Internet milestones includes e -There is growth in e-commerce, penetration of social media, rise in smart phone usage and explosive growth of online video in the last two years. In India, portable and digital media are on the rise. By the end of 2011, internet usage had grown by 42%, surpassing print and television, which accounted for 3.5% respectively. % and expanded by 5.5%. The biggest bet for internet publishers is revenue, although consumption almost qualifies the medium as a major medium. From a business perspective, mobile is still in its infancy. However, from a consumer perspective, it is a promising medium with nearly 50 million users, and it is expected to double this year. We think so. India will grow as a huge market for mobile internet users. According to Anandan, Google will play an important role in the development of the mobile internet in terms of introducing users to the platform through the Android operating system and as advertising service providers. Google is investing a lot of money to enter the world of social media. Google is trying to grow the social media space and reach out to the current 60 million social media users as there are only 10 million Google Plus members in India compared to 48 million unique users on Facebook. "Online spaces have a very high ROI. TV and Radio combined, there are around 16,000 ads. A total of 25,000 marketers use digital media to promote their products. It is chosen by marketers for highly targeted and focused advertising," continues Anandan.

NEED FOR A WEB REGULATOR:

Many countries have started taking measures to curb seditious content online. While Google believes that it will continue to self-regulate all forms of communication in India, there are legislative measures necessary for internet access and spending. Currently only 8% of Indians are online, but with increasing technology use and the development of the literacy engine, this percentage is expected to increase significantly in the near future. Better bandwidth is required to connect to this link. "It is the regulator's responsibility to ensure bandwidth. The second thing you need to check is free and open internet. The internet must be open and open. In this regard, says Anandan, we are now having a heated discussion. There are eight languages. Apart from English, Google, when considering the role Google is playing in the regional content industry. And that number is expected to grow. Most of our 200 million followers don't speak English. Anandan continued, "We need localized content, localized apps and web and mobile entertainment. For the future, government assistance will also support programs like providing free websites to Indian SMEs and expanding internet access. He believes that it is necessary.

GOOGLE'S INDIA BIG BETS PRESENTATION:

Google India is a newcomer to the online advertising industry. However, 20 of the top 25 Google advertisers in India chose to advertise through their display company. Google's display business is expanding at a rate of 100% year over year. Coverage covers over 50,000 websites and 90% of internet users in India. With over 25 million unique users, 30 YouTube is one of the most important parts of Google's display business in India. In the last year, the number of YouTube users has doubled.

Mobiles and tablets:

Google is putting a lot of faith in the anticipated mobile-led revolution in internet usage. 2012, according to Rajan Anandan, will be a pivotal year for business as India's mobile internet user base is expected to triple. With nearly 800,000 new users joining Android every day and supporting over 100 devices, it has become Google's biggest success story internationally. India is the largest contributor to this user base. The growing use of 3G networks and low-cost mobile smart phones in India is expected to significantly accelerate the adoption of Android devices.

Small and Medium Enterprises (SMEs):

There are about 8 million small and medium businesses in India, but only 5% of them have websites. While Google has been eyeing Indian SMEs for some time, the "India Get Your Business Online" campaign was finally launched in November last year. It aims to provide free websites, domains and hosting services to small and medium businesses in India. Online registration has already been done for more than 50,000 sites. Google is also hoping that more companies will join this market with a mobile first strategy. Apart from advertising, ENTERPRISE is another important source of revenue for Google India. According to a recent estimate, the enterprise services segment, which includes cloud-based services, by 2015, will reach Rs. 2,225 crores in revenue. Google believes that the usage of these services will increase significantly and therefore has big plans to build this company in India.

ADMOB:

Globally, Google's purchase of AdMob from 2009 to 2010 was a major step forward in mobile advertising. India is the second largest market for AdMob after the United States. With India expected to be the first mobile internet market in the future, Google is focusing on connecting with consumers as well as businesses.

Google India's Employee Engagement Program:

After the outbreak of the pandemic, the software company reached out to its employees to know about their woes and took steps to make them feel more comfortable.

Working at Google comes with many perks like state-of-the-art offices, a wide variety of technology, endless food and generous benefits. No wonder Google India is consistently among some of the top companies to work for in its BT-tagged Best Indian Companies list. But a successful job goes beyond benefits, especially in extraordinary times like the Covid-19 pandemic. After the pandemic began, Google employees were called to learn more about the difficulties faced by Google employees.

“This pandemic has served as a reminder that caring for our workers and their families is a monumental task. As we think about how to effectively help them in this difficult time, it is essential to raise our values. It motivated us. To review benefits and policies to make sure we are providing the right level of care. At this point it's important that we understand what Google employees think and have a direct line to employees. Google collects 31 information from a variety of data sources, including surveys, interviews and test pilots, to provide a complete picture of how Google employees feel. As Google returns to offices and transitions to a hybrid business model, listening to the community will help teams and leaders decide where to focus their efforts to provide care for Google employees. For example, Google created its Covid-19 Caregiver Leave Extension policy after seeing the need for more help for caregivers. In addition, Google offered vacation days around the world, which allowed highly stressed employees to rest and recuperate.

Providing flexibility such as career leave from anywhere, flexible work arrangements and work weeks differentiates our employee support and work at Google in general, according to

Tambling."We learned from Google employees that they appreciate the added flexibility, especially during Covid-19," she adds.

After realizing that remote work has become a way of life, the company has focused on ensuring that Google employees continue to learn, grow and improve their talents in this new work environment. For example, at the start of the pandemic, Google realized that managing the transition its employees were facing was critical. As a result, it has invested in giving managers the tools they need to guide their employees through this uncertain environment. With the help of short films where boards of managers provide answers to frequently asked questions or advice on managing remote teams and fostering well-being, Google enables managers to learn from each other digitally. It encourages executives to continue their education, and the Education Reimbursement Program awards \$4,000 per year for all levels of eligible Google employees in India to take personal or businessrelevant courses to develop skills not currently offered by Google.

Offers special programs for women. According to Tampling, "In addition to providing attractive job opportunities for women to join technology, we want to do our part to help more women learn the skills that are so critical in today's digital environment." One such project is DigiPivot, which teaches women in digital marketing in collaboration with Avatar and the Center for Executive Education at the Indian School of Business. This gives them additional options to focus on the tech industry or acquire new talent while expanding their skill sets. Additionally, the gap in digital capabilities between job seekers and companies has been bridged with the Google Career Certificates introduced last year. By adding 100,000 scholarships and a group of companies you identify for their resource needs, Google has enhanced the initiative in India.

"We want to find ways to keep our learning culture alive, whether it's in India or with a vibrant community of Googlers around the world, by constantly asking ourselves, 'How can we improve existing programs?', 'How can we support our employees more?,' and 'What are we missing?'" Additionally, it applied to both Nooglers (new workers) and existing employees. To come up with ideas for what Nooglers need to succeed, Google overhauled its internal program in just six months and worked with more than 30 teams.

Google treats its employees with new actions in their personal and professional lives as they

move from short-term survival to long-term adaptive recovery. While the company values having employees physically in the office, it also believes that employees should be free to work however they want. Google recognizes that everyone's experience is unique even as workers continue to work from home. As a result, it is one of the many opportunities that offer comfortable working conditions.

In May 2021, Google revealed that its future workplace would be a hybrid space where employees would work three days in the office and two days remotely. 32 Additionally, flexible work arrangements allow employees to temporarily work from a location other than their headquarters for up to four weeks per year.

"Given today's technology, we recognize that nothing can replace the strength and synergy of interpersonal relationships. To provide a truly connected and equitable experience for all of our workers, that's why we've invested so much in our tools and spaces," adds Tampling.

The hiring process at Google is an important part of our culture. Googlers are loyal to their team members. Our interest in creating a more inclusive and representative workplace begins with employment. Since then a fair recruitment policy is the first step in achieving this goal. We realize that we need different perspectives and experiences for everyone to truly thrive.

While the process may vary somewhat for different jobs or teams, the basics are the same whether you're applying for a leadership position or an internship in marketing or technology. Here are some of the ways we evaluate applicants during the hiring process, but not all of them are relevant to your position:

- **Online Assessments:** After you submit your resume, you may be asked to complete a quick online test, such as a coding test.
- Before engaging in longer, more in-depth interviews, you usually have one or two short video or phone conversations. They are often conducted with the recruiter, then the hiring manager or colleague, and are intended to assess the critical talent you need for the position.
- **Recruitment work:** Before their in-depth interviews, we sometimes require applicants to do a brief project. This helps us see how you think and solve challenges, and may involve preparing or writing a case study or providing examples of code (don't worry, it's not intimidating and we won't do it without telling you). If we need any other materials, we will let you know as soon as possible.

- **In-depth interviews:** At the risk of sounding cliché, Google made Googlers. That's why we get so excited about interviews and take them so seriously. Although our procedures are demanding (typically three to four in-person or video interviews in one day), they are also warm and welcoming while providing an opportunity to get to know us better. Our mission to create a fair and inclusive environment where applicants from all backgrounds have the opportunity to thrive serves as our compass.
- The main objective of the interview is to assess your talent and determine if you are a good fit for the position (no brainteasers and who knows, you might even have fun). Hence, these principles serve as a compass while conducting interviews.
- **Structured Interviews:** Each applicant is evaluated using specific forms and we apply these rules to each person considered for a position. This allows everyone to be tested from the same perspective and makes each candidate stand out.
- **Open hearings:** We need open hearings to understand how issues are being resolved. We are interested in knowing how your brain works, how you work in a team and what your skills are.

Advantages at Google:

In order to support the physical, financial, and emotional wellbeing of Google workers and their families, we work hard to provide top-notch benefits experiences. We base our business decisions on data and prioritize our customers, the Google team members and their families. It is kind enough to make it simple for you to take care of yourself and was purposefully made to enhance your health and wellbeing (now and in the future). In order to provide something for everyone.

Protecting the health of Google employees is a major responsibility.

Health, dental, and vision coverage for employees and their families

Access to mental health applications, employee support programs with a focus on mental health, workplace modifications for physical or mental health issues, on-site sanitary facilities, and a second medical opinion for you and your loved ones;

Offering our workers perks and initiatives that ensure their financial stability is one way we can promote financial wellness.

- Regular bonus opportunities and stock renewal. Competitive pay
- Generous state retirement plans and 401(k)s
- Annual analyzes and adjustments to pay equity between companies
- Pay off student loans.
- Personal financial advice

CHAPTER III
LITERATURE REVIEW

LITERATURE REVIEW:

On motivation, several researches have been conducted. Midway through the 20th century, three significant theories of motivation were developed:

Maslow's hierarchy of needs (1943), Herzberg's two-factor theory (1959), and Fromm's expectation theory (1964). Both employee motivation and motivation in general were the subjects of these investigations. Herzberg (1959) defined employee motivation as acting on the urge to accomplish something connected to your job, among other definitions of motivation that have been offered throughout the years. Intrinsic and extrinsic motivation are often used to categorize employee motivation (Staw 1976, 49-52). One of the first efforts to make this difference, according to Staw, was in Herzberg's idea. However, discussions of intrinsic and extrinsic motivation have just recently come up (e.g. Amabile, 1993 and Deci & Ryan 2000). Describe how both inner and extrinsic motivation may enhance employee performance (Ramlall 2008, 128). There have been past investigations on the connections between employee motivation and job performance (Vroom, 1964). A strong statistical association between the two hasn't been shown, however. The research that followed, however, discovered a connection between worker motivation and productivity. The realization of this theory in this engagement aims to provide managers pertinent information about how to extrinsically or intrinsically encourage people for greater performance. There is no ideal strategy to handle such a circumstance since every company's workforce is so varied, which might generate a lot of challenges for managers. Managers nowadays are in a difficult situation since what inspires some people to perform well may demotivate others. This thesis examines the culture of HRM, performance management, and different incentive schemes.

Employee Motivation:

(Staw 1976, 49-52).

Concerns about the environment, money, and human resources have an impact on how successfully a firm runs. Human resources, on the other hand, are thought to have a significant effect on an organization's performance. Therefore, it is reasonable to wonder if the business needs to inspire employees in order to meet its stated aims and objectives. The motivational aspects are well-explained in this chapter. Evidently, there are several ways to view motivation.

A coherent theory of motivation has been formulated by several academics, yet each one offers a different viewpoint. Research has been done on this subject, and various ideas that have big ramifications for organizational behavior have been produced. Herzberg's motivation theory, as an example, is still in use today. Herzberg was among the first to differentiate between intrinsic and extrinsic motivation, according to Stowe (1976).

The concept of motivation:

(Bowen and Radhakrishna 1991, 16-22).

By offering rewards to workers based on their unmet requirements, motivation is a management technique that encourages individuals to perform more productively for the benefit of the firm as a whole. What should managers do to inspire staff members? (Herzberg, 1959). According to Smith (1994), this is because the organization is there. Amabile (1993) made the remark that managers and leaders of businesses now and in the twenty-first century must learn to comprehend and effectively deal with the motivations of their workers since motivated individuals are the cornerstone of successful organizations. Additionally, it implies that uninspired employees could put up little effort at work, avoid coming into the office as often as they can, quit the organization, and create subpar work. In a workplace that is continually evolving, highly engaged individuals are essential to the organization's survival (Lindner 1998, 36).

Authors Hansen, Wade, and Hamel (2003) talk about several strategies and motivations that effective coach's use. According to Hansen et al there are three main types of stimuli: intrinsic, extrinsic and arousal. The first type of motivation is intrinsic motivation, which is based on pleasure. (i) The outcome or 'external reward' is the source of the second extrinsic drive. (ii) Motivation also occurs when a person loses motivation and feels it is pointless to continue. These authors also cover several motivational techniques, the most fascinating of which is how they challenge players. The mentioned coaches criticized the behavior of the players rather than their personalities. When the player's role is questioned this is known as "fear motive". Of the five coaches cited, four expressed disbelief in the concept of fear motives.

Reeve (2016) writes about motivation in general. He asserts that motivation can be described

as a process that activates, directs, and supports behavior. However, 'desire for change' can also be considered as a motivation. According to Baumeister, one's surroundings or oneself can cause this change. According to Reeve, there are three basic types of motivation: (i) genetic reasons for survival. (ii) genetic drivers of reproduction; and (iii) genetic motives for developing an individual's current abilities.

Generally motivating the employee:

Devaney (2002) writes about inspirational workers. He suggests understanding what is important to workers before incentivizing them. Talking directly to the employees reveals this. Because this person took the time to listen to these workers, they were able to not only offer the right solutions but also gain their respect. DeVaney also says that when looking for ways to offer rewards and perks, what the company gives its workers should demonstrate to them that they are treated and valued the way you want them to be.

According to Sadri & Bowen (2011) Maslow's hierarchy of needs can still be used to motivate workers. Discuss the benefits of motivated workers, including those who work harder, produce more work, and exhibit OCBs (organizational citizenship behaviors).

The five needs that make up Maslow's hierarchy of needs are: (i) need; (ii) security (iii) love/belonging; (iv) appreciation; and (v) self-realization.

The first and most basic needs are physical. In addition to financial rewards, companies can meet these demands by offering free or deeply discounted on-site meals and clean workspaces. Providing a healthy work-life balance is another strategy to meet the physiological needs of workers. Employers do this by offering options like telecommuting, on-site gyms and vacation time.

The second requirement mentioned by Maslow is safety. This applies not only to physical integrity but also to physical and mental integrity. Employee safety requirements, food supplements can be obtained through health insurance provided to workers as well as disability and life insurance. Giving workers access to financial planning tools like a 401(k) can also make them feel more secure. In addition to treatment, employers may offer worker assistance programs.

Love and belonging are Maslow's third needs:

By forming a team with their employees, organizations can meet this demand. This can be accomplished by having employees socialize by hosting lunches, bringing children and/or dogs to work, and keeping offices open. Everyone wants to feel affection and a sense of belonging.

The fourth need in Maslow's hierarchy is respect. Responsibility, fame, prestige, appreciation and respect from others are all identity needs. By fulfilling this desire, you can immediately increase employee motivation. Employees often leave their jobs because their immediate supervisors don't give them enough credit. Employers can meet the demand for respect by taking simple steps like making business cards with the employee's name and job title. To achieve these goals, some employees need promotions and new titles. In its absence, companies can satisfy workers' demands for respect by giving them more responsibility. Additionally, companies may allocate parking spaces to certain workers, offer prizes in contests, and honor employees within the company and in the community.

Maslow's Hierarchy of Needs places self-actualization at the top:

It's about satisfying yourself and improving yourself as much as you can. This desire aims to improve oneself, others around them and the planet as a whole. One of the ways the institution addresses this need is by providing tuition reimbursement. Another option to satisfy an employee's desire for self-actualization is through paid vacations. Therefore, full-time employees are in better mental and physical condition. This development carries over to the workplace as well. In addition, companies can provide reasons for the selection of their employees. Another option to meet this fifth requirement is to allow workers to volunteer for a paid day each year. A third need for affection and affiliation is satisfied if employees are allowed to volunteer together. Companies may also offer to match any financial contributions their employees make to charitable causes. Before using Maslow's hierarchy the employer must determine the individual's position in the hierarchy. A company can create a benefit package using this hierarchy to satisfy all five demands of the company's employees. It inspires employees, increases revenue for companies, and builds a workforce that continuously improves their workplace and the environment around them.

Google inspires employees:

(Choudary, 2014).

One of the primary ways Google compensates its workers is by providing a range of perks outside of the norm, such as Medicare, a 401(k), or paid time off. The urge to inspire its staff is increasing at Google. On-site amenities provided by Google include complimentary meals in the cafeteria, a dietitian, a fitness centre, yoga classes, and a personal trainer (Google Privileges, 2007). In addition to providing health advantages, Google also provides incentives in a number of locations. Google provides free table tennis, free soccer, free video games, free massages, and free sleeping medications.

According to D'Onfro (2015), Google offers numerous benefits to its employees, including free food and snacks, opportunities to collaborate with talented individuals, and early access to advanced technology. Employees can bring pets to work, enhancing their activity levels and fostering unique bonds. The company's generous parental leave policy includes paid time off and support for new parents, along with free on-site daycare. Google's 80/20 rule allows employees to spend part of their time on personal projects. Continuous learning and community involvement are encouraged through access to seminars, long vacation options for volunteering, and a strong support network from former employees.

CHAPTER IV
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Research is a methodical approach to issue resolution. It mostly entails gathering knowledge via inquiry, recording, and observation with the intention of learning more. Clifford Woody asserts that conducting research entails "definition and re-definition of the problem, formulation of hypotheses or proposed solutions, collection, organization and evaluation of data, conclusion-making, and testing of the results to determine whether they are consistent with the formulated hypothesis."

Sampling Design:

An organized strategy for selecting a sample from a specific population is known as a sample design. For this investigation, simple random sampling is used.

Sample Size:

Size of the sample is the quantity of sampling units drawn from the population. 50 respondents were selected at random from the population.

Sampling Procedure:

Probability sampling, commonly referred to as chance sampling, is the method used in the current research. Each part of the frame has an equal probability of being included in the sample under this sampling scheme.

METHODS OF DATA COLLECTION:

Information is collected from primary and secondary sources.

Primary Sources:

For analysis and interpretation purposes, statistical methods are used for raw data in "raw"

form.

The main sources of data were collected through discussions with workers and questionnaires.

Secondary sources:

Secondary data is in the form of finished objects because it has already undergone some form of statistical processing.

Primary sources of secondary data include records, corporate websites, interviews with management and data and information collected from records and other sources. In addition, secondary material was collected from books, journals and magazines.

Nature of Research:

Statistical research, commonly referred to as descriptive research, provides information and characteristics about the population or phenomena under study. Descriptive research answers who, what, where, when and how questions.

Although the interpretation of the data was honest, accurate and systematic, the study could not identify the root cause of the condition. Therefore, a causal link of one variable influencing another cannot be established through descriptive research. In other words, internal validity is not necessary in descriptive research.

Online Survey:

When used properly, a well-defined questionnaire test can gather details about the overall performance of the system and individual system components. A properly constructed and unique vanquished questionnaire was used. According to the meaning, the questions are presented in the correct order.

Type of inquiries raised:

The survey included open-ended, dichotomous, rating and ranking questions.

Sample:

Ten questionnaires were administered and all were later collected as completed questionnaires as part of the pre-test exercise. The questionnaire was revised to its current form in response to respondents' concerns.

Sampling:

A sample is a limited subset of the population, selected to examine its characteristics. A sample is an accurate representation of the population. A total of 50 respondents were randomly selected for the sample. For various statistical tests, responses to different parts are added below each question.

Study variables:

Employee motivation is a direct variable for the study.

Indirect factors are performance appraisal system, personal interactions, potential for professional growth and incentives.

View Data:

Charts and tables are used to present data.

Analysis Tools and Techniques:

Hypothesis is tested and conclusions are drawn using correlation.

❖ **Problem Statement:**

The motivation of Google India personnel is the subject of this study's research issue. A person's degree of motivation may be affected by a number of things, some of which are as follows:

- The perceived fairness of promotion system within a company.
- The level of pay and benefits.
- Leadership and social relationships.
- Quality of the working conditions.
- Employee recognition.
- Job security.
- Career development opportunities etc.

Any company benefits greatly from having motivated employees. Because there is a specific relationship between motivation and happiness at work. As a result, the main focus of the study is on organizational employee motivation.

❖ **Need of the Study:**

- The study's goal is to evaluate an employee's organizational motives.
- This research study assesses the kinds and levels of employee motivation programs in addition to outlining managerial ideas that may be employed to boost employee motivation, provide strategic information for businesses that offer and employ incentive and recognition programs, which advances future research.

Strong motivating program style is required for the company to attain its objectives. Companies may attain efficiency and develop a favorable organizational culture if successful employee incentive programs are implemented, not only in this specific firm but also in any other organization.

The impacts of motivation are many. These effects may be seen in terms of a person's physical and mental health, productivity, absenteeism, and turnover. Employee happiness may be managed in a variety of ways. True believers who can "give to the organization" are preserved and supported. The difficulty for present and future HR managers is in increasing and supporting the number of "true believers."

It stands for originality and inventiveness. It also suggests a shift in HR policy and practices. Companies become more successful when people are developed more quickly. Human resource managers nowadays must encourage and foster the innovation of their staff members.

❖ **Objectives of the Study:**

Primary objective

- To study the important factors required to motivate employees.

Secondary Objective

- To study the effect of job promotions on employees.
- To study the effect of monetary and non-monetary benefits provided by the organization on employee performance.
- To present a practical proposal to improve the performance of the organization.
- To find out employee satisfaction with personal relationship in the organization.

❖ **HYPOTHESIS:**

Null Hypothesis:

- **Ho:** There is no significant relationship between methods of improving employee performance and employee motivation.
- **Ho:** There is no significant relationship between incentives and employee performance.

Alternative Hypothesis:

- **H(1):** There is a significant relationship between methods of improving employee performance and employee motivation.
- **H(1):** There is no significant relationship between incentives and employee performance.

❖ **Limitations of the study:**

The limitations of the study are the following

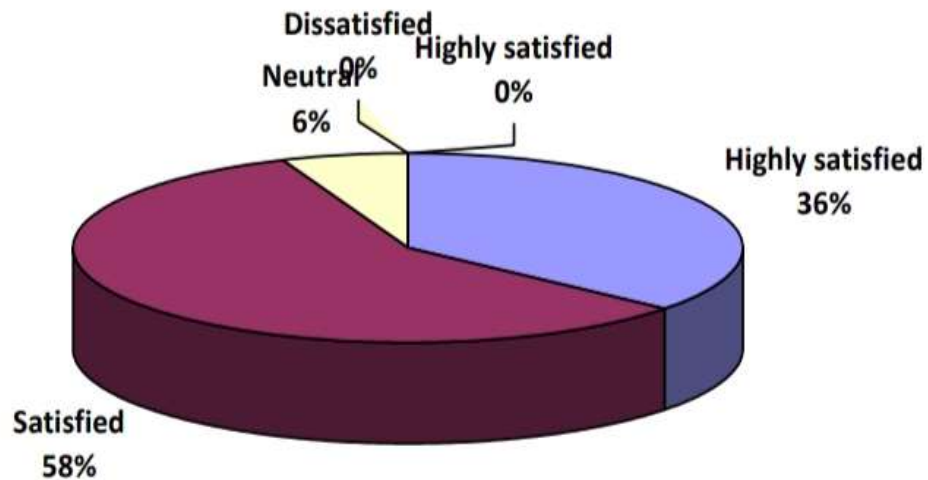
- A questionnaire was used to collect the information. Respondents may not give correct answers.
- Strict regulatory measures of the organization act as another barrier to data access.
- Since only 50 people were included in the study sample, the conclusions drawn may not be reliable. Inexperience of the researcher.
- The very limited time frame of the project posed another challenge.

CHAPTER V
DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION:

A. Response on the HR department's assistance

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36
2	Satisfied	29	58
3	Neutral	3	6
4	Dissatisfied	0	0
5	Highly dissatisfied	0	0
	Total	50	100

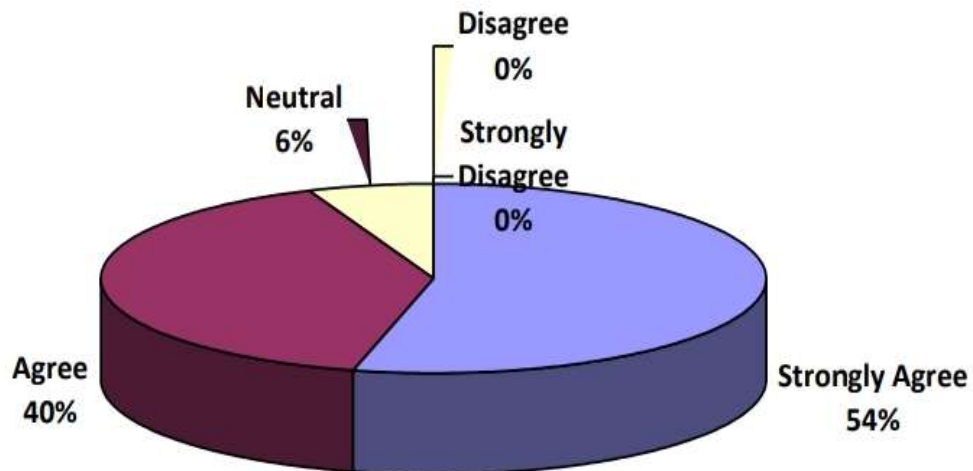


INTERPRETATION

According to the data, 58% of the respondents are happy with the assistance they get from the HR division.

B. The management wants to inspire the workforce

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	27	54
2	Agree	20	40
3	Neutral	3	6
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	50	100

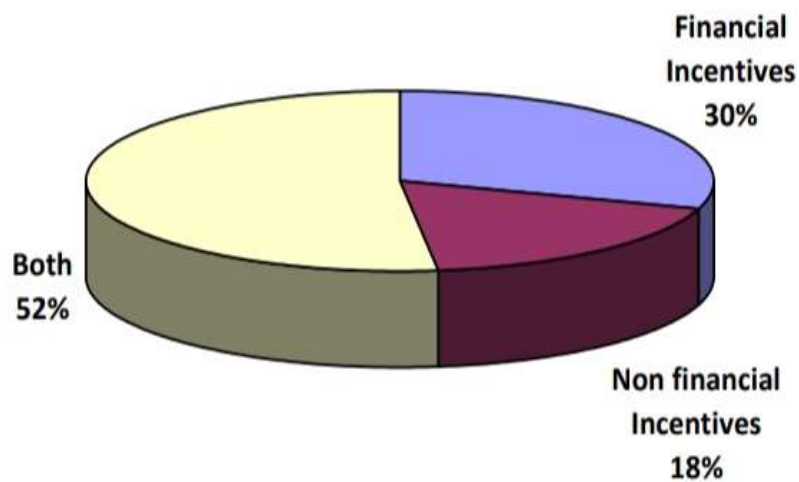


INTERPRETATION

According to the data, 54% of respondents strongly agree that management should try to inspire workers.

C. What kind of rewards inspires you more?

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Financial incentives	15	30
2	Non-financial incentives	9	18
3	Both	26	52
	Total	50	100

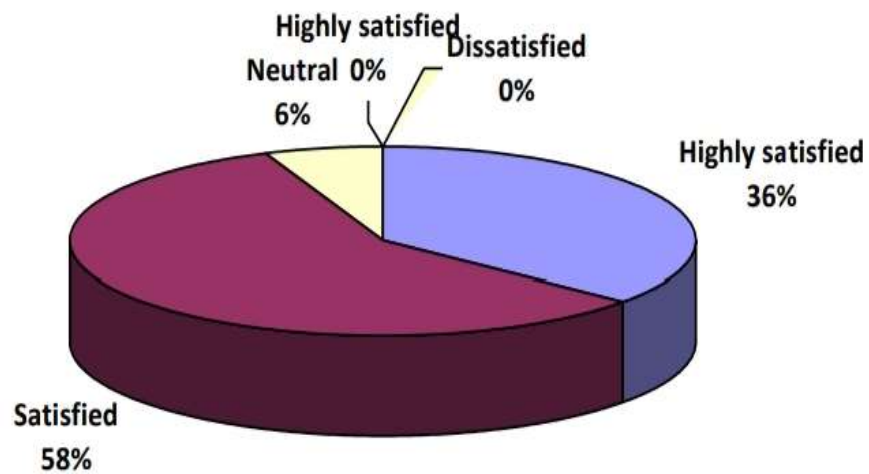


INTERPRETATION:

The table reveals that 52% of respondents said that both monetary and non-monetary incentives will drive them in the same way.

D. Approval of the current incentive program

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36
2	Satisfied	29	58
3	Neutral	3	6
4	Dissatisfied	0	0
5	Highly dissatisfied	0	0
	Total	50	100

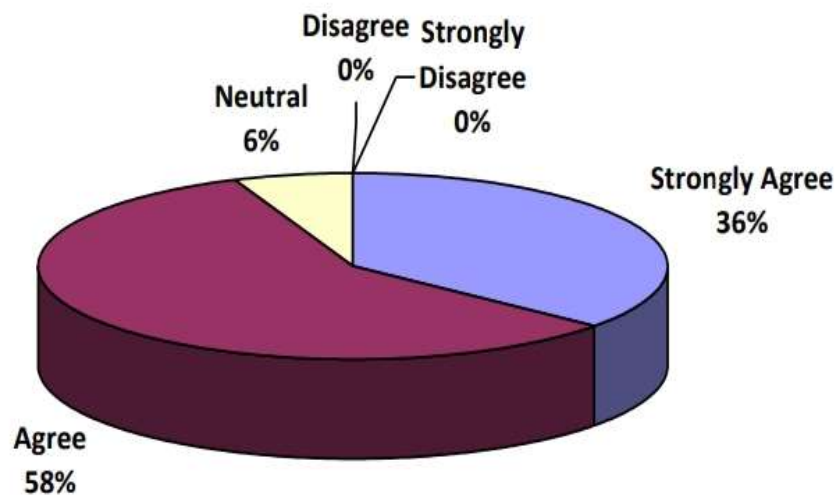


INTERPRETATION:

According to the data, 58% of respondents are happy with the organization's current reward program.

E. The business is keen to appreciate and acknowledge employees' efforts

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	18	54
2	Agree	29	58
3	Neutral	3	6
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	50	100

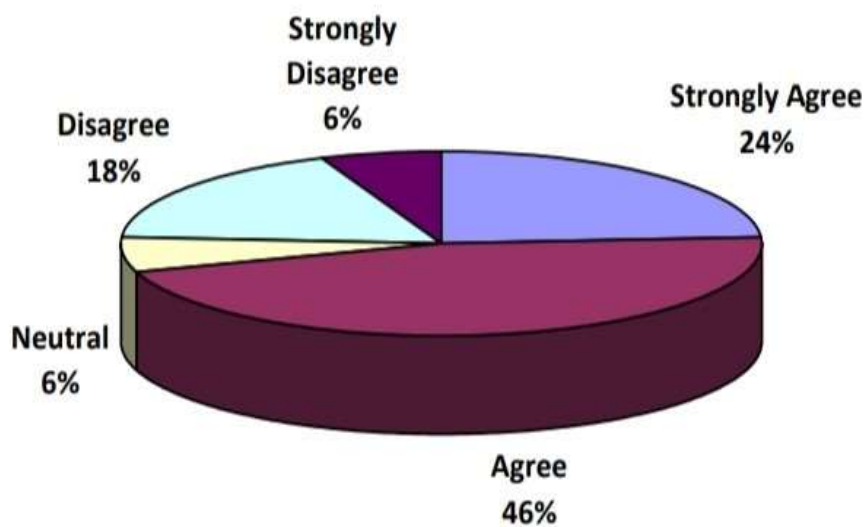


INTERPRETATION:

According to the research, 36% of workers strongly believe that their job is appreciated by the firm, while just 6% of respondents indicated a neutral opinion.

F. Pay increases on a regular basis

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	12	24
2	Agree	23	46
3	Neutral	3	6
4	Disagree	9	18
5	Strongly disagree	3	6
	Total	50	100

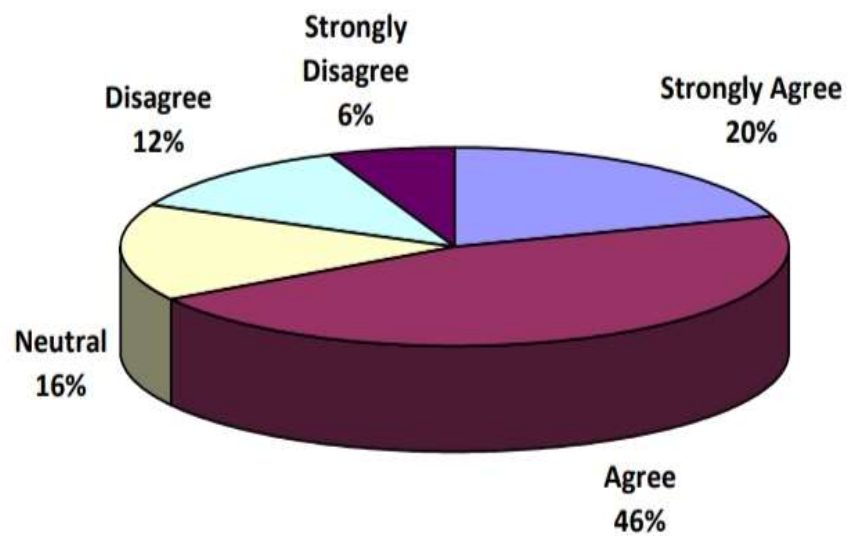


INTERPRETATION:

According to the data, 46% of workers agree that salaries are periodically increased.

G. Efficient mechanism for performance reviews

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	10	20
2	Agree	23	46
3	Neutral	8	16
4	Disagree	6	12
5	Strongly disagree	3	6
	Total	50	100

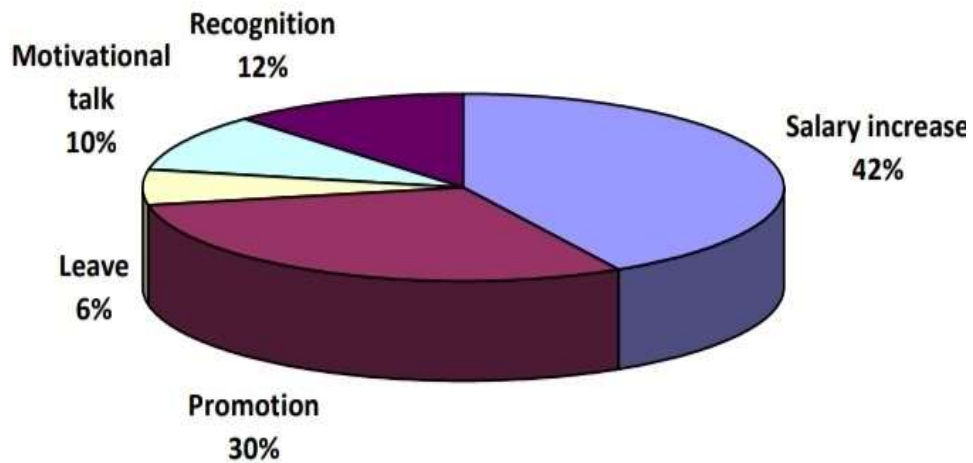


INTERPRETATION:

According to the data, 46% of respondents approve of the company's effective performance assessment method.

H. The things that most inspire you

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Salary increase	21	42
2	Promotion	15	30
3	Leave	3	6
4	Motivational talk	5	10
5	Recognition	6	12
	Total	50	100

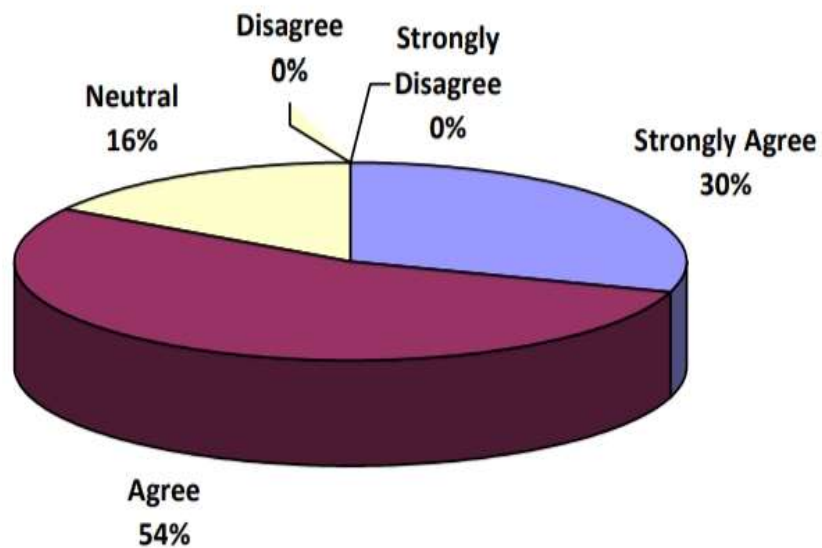


INTERPRETATION:

According to the chart, 42% of respondents said that a pay raise would encourage them the most.

I. Good working relationships with coworkers

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	15	30
2	Agree	27	54
3	Neutral	8	16
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	50	100

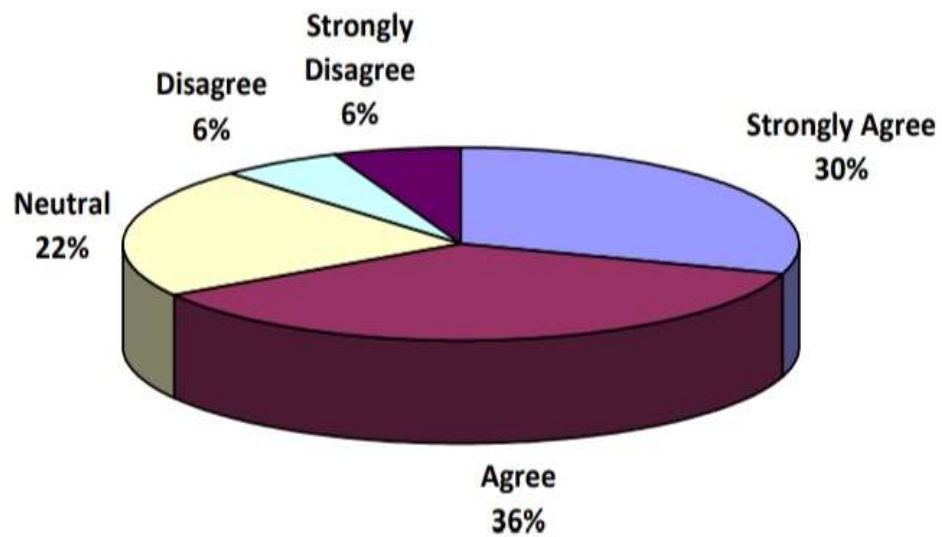


INTERPRETATION:

According to the table, 54% of respondents concur that they get along well with their coworkers.

J. Existence of job security in the organization

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	15	30
2	Agree	18	36
3	Neutral	11	22
4	Disagree	3	6
5	Strongly disagree	3	6
	Total	50	100

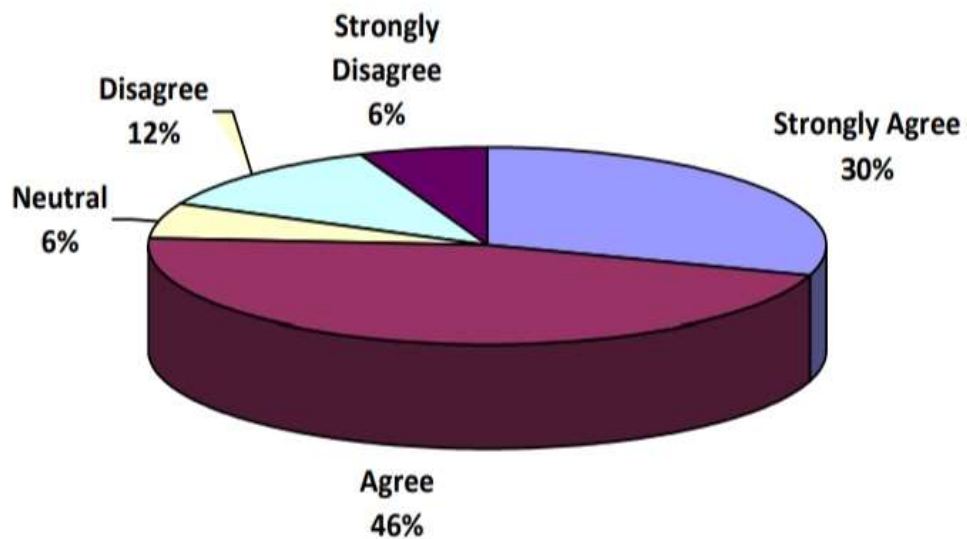


INTERPRETATION:

According to the data, 35% of workers believe there is strong job security at the organization.

K. There are effective safety procedures in the company

Sr. No.	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	15	30
2	Agree	23	46
3	Neutral	3	6
4	Disagree	6	12
5	Strongly disagree	3	6
	Total	50	100



INTERPRETATION:

According to the data, 46% of respondents agree that the organisation has excellent safety measures in place.

CHAPTER VI
FINDINGS & SUGGESTIONS

FINDINGS & SUGGESTIONS:

❖ Findings:

The findings of the study are as follows:

- Google India's organizational structure is clear.
- The interaction between the management and employees of the organization is friendly.
- Majority of the employees agree that the organization is ready to receive recognition and recognition for their work.
- Management really inspires workers.
- Company's current incentive program is acceptable to employees.
- Majority of workers agree that their current jobs are secure.
- The survey shows that there is a positive relationship between the employees.
- The survey shows that the majority of workers agree on the importance of motivation-enhancing activities such as performance appraisal and peer support.
- The company takes reasonable precautions to protect its employees.
- Bonuses and other benefits affect employee performance.
- According to research, higher wages increase employee motivation.

❖ **Suggestions:**

The following recommendations are based on the findings of the study.

- The majority of employees agree that taking part in performance evaluation activities inspires them, hence the company should endeavour to improve the system.
- Programs offering non-monetary incentives should also be employed. The productivity of the workforce may rise as a result.
- Employers should value the skills of their workers.
- The organization must value employee communications and use them to coordinate efforts.
- If the centralized management structure is converted to a decentralized one, employees actively and enthusiastically contribute to the success of the firm.
- For the advancement of workers, better opportunities for career development should be provided.

CHAPTER VII
CONCLUSION

CONCLUSION:

The study concludes that, Google's approach to employee perks can be linked to Maslow's hierarchy of needs, providing novel ways to meet these needs, though they do not introduce new motivational theories. Even without Google's resources, companies can learn from their practices and adapt them within their budgets. By understanding Maslow's hierarchy, companies can offer meaningful perks that motivate employees, such as unpaid leave for volunteering, open office designs, and allowing pets at work. These affordable benefits can enhance employee morale and foster a sense of connection. The Google India Incentive Program, while somewhat effective, indicates room for improvement in motivating employees through performance evaluation and reward programs. Companies should consider varied, innovative perks to attract and retain talent, ensuring employees feel valued and motivated, leading to organizational success.

After the analysis of the following data it can be concluded that **Null Hypothesis (Ho)** i.e. there is no significant relationship between methods of improving employee performance and employee motivation is rejected. Hence, **Alternative Hypothesis (H1)** i.e. there is a significant relationship between methods of improving employee performance and employee motivation is accepted.

CHAPTER VIII
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ANNEXURE

Annexure

Questionnaire

1] Name:- _____

2] **Are you happy with the assistance you get from the HR Division?**

- | | |
|------------------------|-----------------|
| a) Highly satisfied | b) Satisfied |
| c) Neutral | d) Dissatisfied |
| e) Highly dissatisfied | |

3] **Do you agree that the management should try to inspire the workforce?**

- | | |
|----------------------|-------------|
| a) Strongly agree | b) Agree |
| c) Neutral | d) Disagree |
| e) Strongly disagree | |

4] **What kind of rewards inspires you more?**

- | | |
|-------------------------|------------------------------|
| a) Financial incentives | b) Non-financial incentives\ |
| c) Both | |

5] **Are you happy with the organizations current reward program?**

- | | |
|------------------------|-----------------|
| a) Highly satisfied | b) Satisfied |
| c) Neutral | d) Dissatisfied |
| e) Highly dissatisfied | |

6] **According to your view, is your job & efforts appreciated by the form?**

- | | |
|----------------------|-------------|
| a) Strongly agree | b) Agree |
| c) Neutral | d) Disagree |
| e) Strongly disagree | |

7] Do you agree that company increase salaries on periodically basis?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

8] Are you happy with the efficient mechanism which the company adopt for performance reviews?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

9] What are the things that most inspire you?

- a) Salary increase
- b) Promotion
- c) Leave
- d) Motivational talk
- e) Recognition

10] Do you have a good working relationship with your coworkers?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

11] Do you be think that there is a strong job security at the organization?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

12] According to you, do you agree that the organisation follow effective safety procedures ?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree