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Research Paper

JOB SATISFACTION AT NIRMAL BANK SECURITY LTD

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ABSTRACT

At NIRMAL BANK SECURITY LTD in Hyderabad, the research is taking place. How content an employee is in their position is the main emphasis of the project. How an employee feels about their work is known as job satisfaction. When an employee's needs are met or when their thoughts are increased, it's called satisfaction. Increased dedication to the company is a direct result of happier employees. As a result, output goes up. The goal of this paper is to evaluate job satisfaction by determining its efficacy and the various elements, both internal and external to the company, that contribute to or detract from employees' levels of contentment on the job. As a sample, 95 people were used in this investigation. Research analysis now includes percentage analysis and chi-square. Findings from the survey shed light on how content workers are with the several services offered by the company. Workers in organised settings report higher levels of job satisfaction, according to this study. Salary, supervisor-employee dynamics, grievance procedures, and advancement chances for new hires should all be considered by the company.

INTRODUCTION

Job Satisfaction is a set of favorable or unfavorable feelings and emotions with which employees view their work. Job Satisfaction is an effective attitude-a feeling or relative or dislike like towards something. The term Job Satisfaction not only covers the satisfaction derived from the job by work but their surroundings, supervisors and work place, work facilities etc., if one company want to sustained permanently in the market that concerns should work with satisfied employees, satisfied employees not only increase the company's corporate status in the society but also increase the social values. Job Satisfaction covers the satisfaction derived from being engaged in work or in any work in any pursuit of a high order, it is essentially related to human needs and their fulfillment through work. It is generated by the individual perception of how well his job

satisfies his various needs.

One of the biggest preludes to the study of job satisfaction was the Hawthorne studies. These studies (1924-1933), primarily credited to Elton Mayo of the Harvard business school, sought to find the effects of various conditions (most notably illumination) on workers' productivity. These studies ultimately showed that novel changes in work conditions temporarily increase productivity (called the Hawthorne Effect). It was later found that this increase resulted not from the new conditions, but from the knowledge of being observed. This findings provided strong evidence that people work for purposes other than pay, which paved the way for researchers to investigate other factors in job satisfaction.

Scientific management (aka Taylorism) also had a significant impact on the study of job satisfaction. Frederick Winslow Taylor's

1911 book, principles of scientific Management, argued that there was a single best way to perform any given work task. This book contributed to a change in industrial production philosophies, causing a shift from skilled labor and piecework towards the more modern of assembly lines and hourly wages. The initial use of scientific management by industries greatly increased productivity because workers were forced to work at a faster pace.

NEED FOR THE STUDY:

Various studies on job satisfaction suggest that from time to time several investigations have been made to study and analyse the factors influencing job satisfaction from different dimensions. Most of the studies have indicated that job satisfaction is derived from and caused by a number of inter-related factors. Further, these studies are also pointed out that analysis of factors of job satisfaction has broader implications for the social scientists, the employees, the industrialists and the policy makers. Thus job satisfaction research has received much attention in the past and deserve to receive more attention in the future as well.

Moreover, in a vast country, like India, with varied resource-base and socio-economic conditions, there is a need for more number of areas-specific and firm – specific studies to examine extent of job satisfaction, levels among employees. In this context, it is hoped that the present investigation relating to job satisfaction among employees at Nirmal Baank., Hyderabad would be a gap filling and an useful addition to the existing literature on the subject.

SCOPE OF THE STUDY:

Job Satisfaction is an important output that employees work for Organisation. It comprises of extrinsic and intrinsic factors and helps Maintain an able and willing work forces. Hence the researcher found it an interesting and significant area for

conducting.

The study made on the topic of “Job Satisfaction” will reveal the factors of feelings of employees and the report is useful to the management of the company to know the satisfaction levels of employees and they can take measures to increase productivity. But this study may not helpful to give suitable solutions with complete satisfaction levels of employees but to some extent it will be useful.

OBJECTIVES OF THE STUDY:

The study has the following objectives:

1. To study the nature and importance of job satisfaction at work place.
2. The study various factors, determinants and outcomes of job satisfaction.
3. To identify the reasons for their satisfaction and dissatisfaction.
4. To identify factors effecting job Satisfaction.
5. To recommend measures for improving the satisfaction levels of employees, so as to enable them to improve their performance.
6. To suggest measures for the improvement of job Satisfaction

RESEARCH METHODOLOGY:

Research Methodology is a way to systematically solve the research problem. The research begins its formation when the problem or objective of the research is identified for which a research report is conducted. The main objective for which this report is carried out is to find out “Satisfaction level of employees at integrated thermoplastics limited.

Research Design:

A research design is the arrangement of conditions for collection and analysis of data in a systematic manner. In fact, the research design is the conceptual structure within which research is conducted it constitutes the blueprint for the collection, measurement and analysis of data.

LIMITATIONS OF THE STUDY:

- This is subjected to the basis and prejudices of the respondents; hence 100% of accuracy cannot be assured.
- The research was carried out in a short span of time, where in the research could not widen the study.
- The period of study was too short. So it was not possible to collect the relevant information with in that period.
- The findings are based on the answers given by the employees, so any error or bias may be affect the validity of the finding.

REVIEW OF LITERATURE

Employee job satisfaction (EJS) is the feelings and thoughts of employees about their work and place of work. In result, job satisfaction is all about to satisfy the one's needs in working place (Togia et al., 2004).

Bodur (2002) stated that there are some factors, which are related to job satisfaction that is work substances, age, sex, educational level, work place environment, location, colleagues, income and timing of work. For the purpose of employee satisfaction many theories have been developed. The most important theory is Maslow's need theory. It is based on human hierarchical needs.

On the other hand, job satisfaction relates to significant conventional views, which are formulated via Mausner and Herzberg (1959). Maslow's theory is based on fundamental and external element such as accomplishment, acknowledgment, duty, pay, plan, interpersonal interaction, management, and operational atmosphere. One of the most significant parts of the research is to review the related literature because it assists in many ways such as knowing the lacuna or gaps there in getting a clear idea of one's own research. It helps the researcher in solving the problems related to respective field. When a new research is not based on the thorough preceding literature, it becomes an isolated

study, but if it is based on the previous literature one can look for cohesive and integrated approaches to one's problems and for their solution through research. In the light of the above mentioned importance of the review of literature in the field of marketing of healthcare services, the researcher has tried to tap maximum sources of available literature related to present study. With the rising significance of the subject under study, some literature, covering different aspect of marketing of healthcare services produced by healthcare services provider, practitioners and researchers. The present chapter is providing a brief of work carried out so far in this area with their findings and approaches. The review of literature also provides a comprehensive appraisal of current approaches and methodology followed by several researches for the healthcare services. There exists plethora of literature on healthcare. The current chapter presents the review of the previous studies in the area of health sector. First part of the literature review focuses on research pertaining to the state of affairs of health care services. It provides a scenario prevailing in health care services and chronological overview of the research relating to the state of affairs of health care services. Second part of the literature review focuses on research pertaining to marketing mix and consumer perception about health care services.

INDUSTRY PROFILE:

One kind of financial market intermediary that facilitates the bought and sold of securities is a stockbroking firm. Its role is to mediate transactions between its customers and the financial markets.

Investment banking, asset management, and brokerage are some of the services provided by stockbroking organisations.

Trading is purchasing and selling equities on customers' behalf. The firm also offers

research and investment guidance. Client investments are also handled by it.

As part of investment planning, we assist clients in developing long-term financial objectives and a plan to achieve them.

Stockbrokers in U.S and the United Kingdom work within the parameters set by different government bodies. The UK's Financial Conduct Authority and the US's SEC are two examples. To ensure honest and open dealings, it is critical to follow these rules.

Rivalry is fierce in the stockbroking industry. This is because there are a lot of businesses vying for customers' business, both online and off.

The stockbroking industry is anticipated to experience growth the different dynamics that influence it.

The stock market is likely to undergo a sea change the growing prevalence of tech innovations like AI and automation.

Another factor that should contribute to the industry's expansion is the growing number of investors who choose to trade equities using online platforms.

Changes in regulation and more competition are thought to be responsible for the decline in commissions and fees.

Traditional brokerage services have seen a decline in demand due to the rise of passive investing strategies like index funds and exchange-traded funds.

A stockbroking firm must consistently adopt and exhibits proper burden control methods to ensure its financial stability and the protection of its clients' investments. Among these include the management of risks related to credit, operations, compliance, and the market.

While expanding internationally presents many stockbroking firms with growth

opportunities, it also puts them at risk from geopolitical and regulatory factors.

COMPANY PROFILE

Nirmal Bang is an industry-leading stockbroker that has been serving both retail and institutional clients since its 1999 founding. In the multiple products have on offer, including asset management, insurance, pension plans, currency, mutual funds, and stock and derivatives. Mr. Kishore Bang and Mr. Dilip Bang, who co-founded the company, have a stellar reputation for their extensive knowledge of the sector and their unwavering dedication to their clients.

Professionals with huge mark of disciplines make up Nirmal Bang's staff. Its primary objective is to maximise profits while providing exceptional service to customers. The company is able to spot opportunities in the international market and seize them because of its meticulous research and analysis.

Everyone on the Nirmal Bang team is very knowledgeable and has a wealth of expertise. Because of this, they are able to give their customers the highest quality service.

There is a lot of energy and creativity in the Nirmal Bang crew. In order to find and take advantage of opportunities in the global market, it centres on comprehensive research and analysis.

It plans to achieve this goal by giving its consumers the greatest products and services it can provide and by fostering a culture of constant development.

The organisation offers a comprehensive suite of financial services to its customers, including stock brokerage, among others. Out of these you will identify asset management, commodities trading, and foreign exchange.

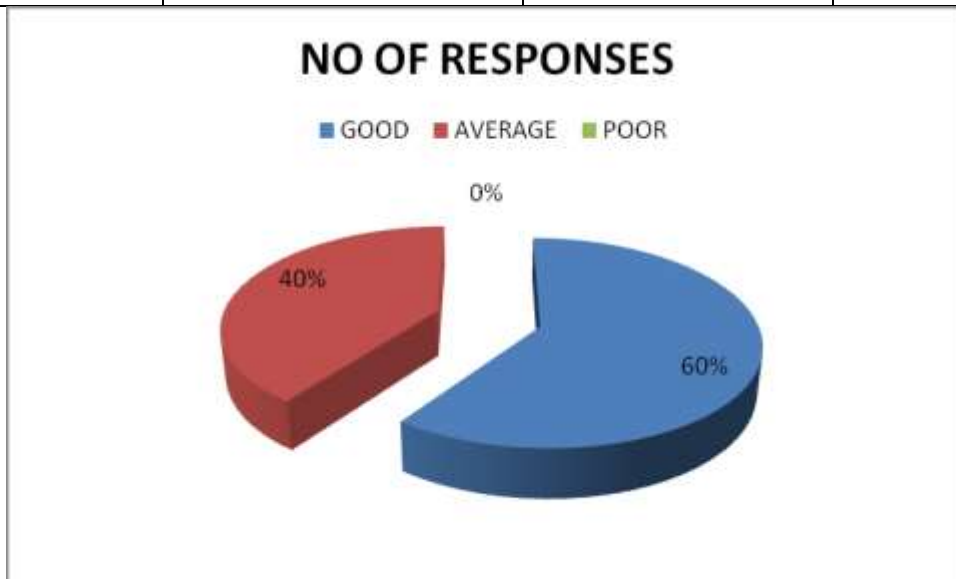
DATA ANALYSIS AND INTERPRETATION

1. How is your working environment?

a) Good b) Average c) Poor

TABLE:1

SNO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	GOOD	30	60
2	AVERAGE	20	40
3	POOR	0	0
	TOTAL	50	100



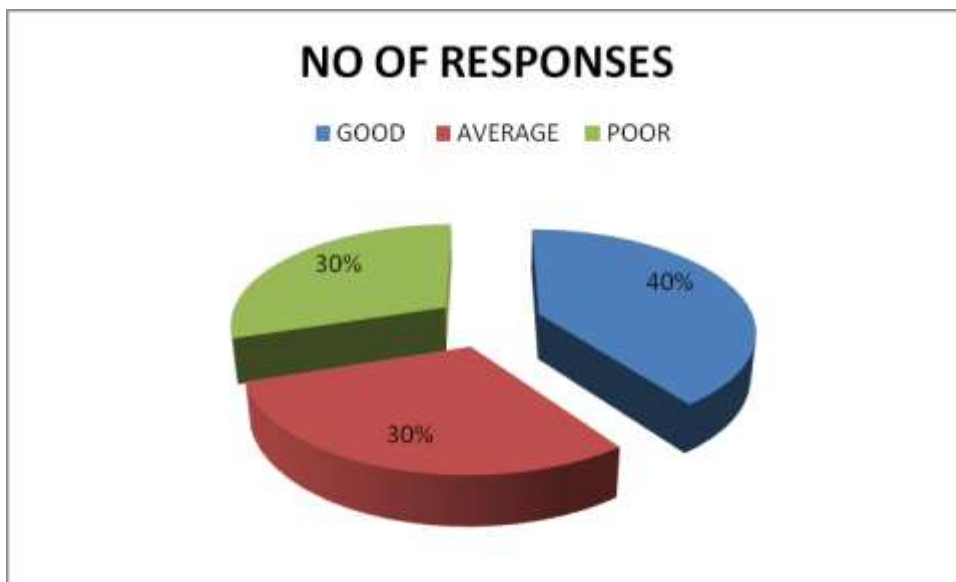
INTERPRETATION: From the above table it is observed that 60 percent of employees are satisfied with the working environment, 40 percent of employees opinion is average, 0 percent of employees opinion is poor. Finally the employees are satisfied with the working environment

2. Opinion on canteen facilities in the organisation

a) Good b) Average c) Poor

TABLE:2

SNO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	GOOD	20	40
2	AVERAGE	15	30
3	POOR	15	30
	TOTAL	50	100

GRAPH:2

INTERPRETATION : From the above table it is observed that 40 percent of employee's opinion is good, 30 percent of employee's opinion is average, 30 percent of employee's opinion is poor on canteen facilities. It is understood that the canteen facilities are good in the organization

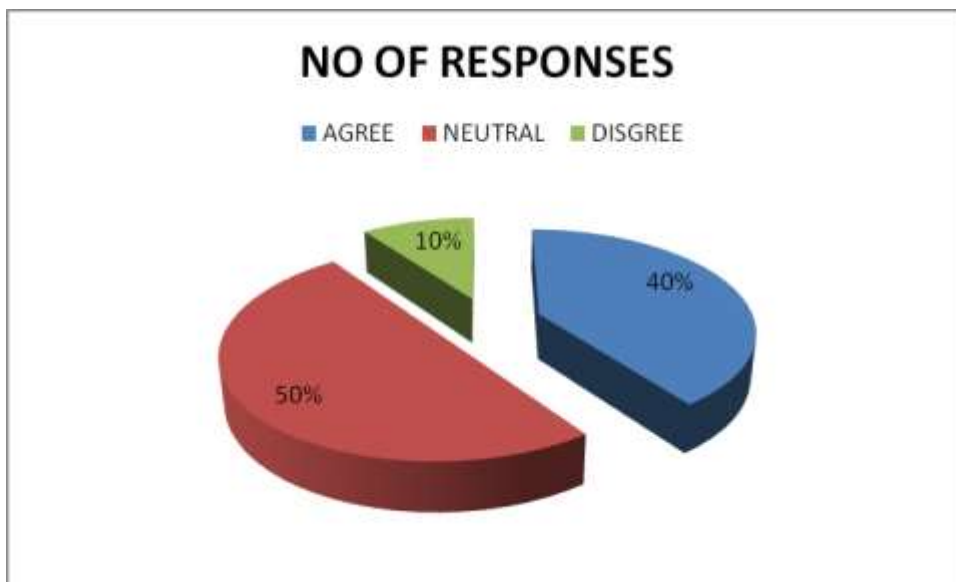
3. Our organisation clearly communicates its vision and goals to me

a) Agree b) Neutral c) Disagree

TABLE:3

SNO	OPTOINS	NO OF RESPONSES	PERCENTAGEOF RESPONSES
1	AGREE	20	40
2	NEUTRAL	25	50
3	DISGREE	5	10
	TOTAL	50	100

GRAPH:3



INTERPRETATION:

From the above table it is observed that 40 percent of employee's are agree, 50 percent of employee's opinion is neutral, 10 percent of employee's are disagree on communication of vision and goals. Finally it is understood that the organization is well communicating vision and goals with the employees.

FINDINGS

The following are the findings of the study after the careful analysis of data collection from the employees of integrated thermoplastics ltd.

1. 91% of employees are satisfied with the working environment. It shows that the working environment is good in the organization.
2. 89% of employees accept the canteen facilities. It means the canteen facilities are good.
3. 87% of employees agree that the organization is clearly communicating with the employees about vision and goals.
4. 89% of employees agree about the policies are fair and flexible and also providing equal justice to all by the management. It shows that the management concentrating the convenience of the employees also.

SUGGESTIONS:

1. Integrated thermoplastics ltd is one of the leading and outstanding companies in the plastics industry.
2. It is one of the top company in exporting the thermoplastics .The company has good working environment and also maintaining good relations with their employees.
3. Through my study it is observed majorly all employees are satisfied with the organization. There is a minor suggestion for the company through my findings.
4. Employees has high work load. So, company can go through for recruitment it reduces some burden for existing employees.

CONCLUSION

1. Satisfaction is related to fulfillment of needs. Need is defined as a condition marked by feeling of lack or want of something or of requiring the

performance of some action.

2. The goals or purpose to which needs are directed are technically termed incentives. Needs are fulfillment by attainment of incentives, fulfillment accompanies a simple feeling state, known as satisfaction.
3. The job satisfaction survey can help discover the causes of indirect productivity problems, such as absenteeism, turnover and poor quality of work. As was discussed earlier, absenteeism and employee turnover are highly correlated with job satisfaction.

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