EFFECTS OF MOTIVATION ON EMPLOYEE PERFORMANCE: SPECIAL REFERENCE TO SELECTED BANKS IN BATTICALOA DISTRICT

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ABSTRACT

This research investigates the effects of motivation on employee performance, with a special focus on selected banks in the Batticaloa district. The study aims to understand how different motivational factors, namely training and development, reward and recognition, and delegation of authority, impact employee performance. Employing a sample size of 230 employees from various banks, the research utilizes descriptive analysis, correlation analysis, and multiple regression analysis to draw insights.

The findings from the descriptive analysis provide an overview of the current state of motivational practices and performance levels within these banks. Correlation analysis reveals the strength and direction of relationships between motivational factors and employee performance, highlighting significant positive correlations. Multiple regression analysis further identifies the extent to which each independent variable (training and development, reward and recognition, delegation of authority) predicts employee performance.

Results indicate that all three motivational factors significantly contribute to enhanced employee performance, with training and development showing the strongest influence. This underscores the importance of comprehensive employee development programs and a supportive work environment in boosting performance levels. The study concludes with practical recommendations for bank management to implement targeted motivational strategies, fostering a more productive and engaged workforce.

This research adds to the existing literature on employee motivation and performance by providing empirical evidence from the banking sector in Batticaloa, offering valuable insights for both academics and practitioners aiming to enhance organizational effectiveness through improved motivational practices.

Keywords: Motivation, Training and development, Delegation of authority, Reward and recognition, Employee performance.

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