



## IMPACT OF REWARDS AND RECOGNITION WITH REFERENCE TO GENPACT HYDERABAD

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### **ABSTRACT:**

*Contemporary organisations deal with a number of challenges in order to remain competitive and gain sustainable competitive advantage. Especially after the rise of globalisation, challenges to related employee retention have increased as companies now manage employees belonging to different nations having different cultural backgrounds. The general objective of the research was to study the impact of rewards and recognition on employee motivation. Employee recognition is a judgment on a worker's contribution, in terms of the work process as well as dedication and motivation. It also involves evaluating and acknowledging the results of this work. There is a relationship between rewards given in monetary and non – monetary form with the ultimate work performance of the employees. To boost the employee morale, the employee should be rewarded on his work and should be appreciated for the hard work. A self-designed questionnaire was distributed to the 100 full time employees working in Genpact Company, Hyderabad. It is found that employees prefer reward and recognition schemes to go hand in hand together. There should be transparency in the performance appraisal programs also.*

**Keywords:** Job performance, Performance appraisal, Rewards and recognition.

### **INTRODUCTION**

Rewards and recognition are considered powerful tools, which are used by an organization to motivate its employees. They are remuneration based systems, which include bonus, perks, allowances and certificates. Successful organizations understand the importance of developing a recognition and reward program to recognize the accomplishments and validate the work of their employees. These programs may be formal, offering material incentives for employees who achieve predetermined goals, or informal, providing positive feedback in the form of verbal praise. Perhaps, the most effective program is that which encompasses a range of recognition activities that reflects the unique culture of the organization. Employee will not always be motivated by monetary value alone. They do require recognition to be motivated and to perform well in their work.

### **LITERATURE REVIEW**

**According to Wills (2014)** Rewarding practices fulfill employees' needs to be fairly rewarded for their capabilities, efforts and contribution. Organizations implement rewarding practices with an aim to offer competitive salaries, bonus packages, and to share the benefits of peoples' combined efforts in a fair manner. Incentive plans, profit sharing schemes and other opportunities for wealth and ownership sharing are the various forms of rewards organizations set out to present their employees with. **According to Brun and Dugas (2013)** have found interesting relationships between recognition and the psychology of the worker. An excerpt from their paper explains the relationship even better They revealed that



lack of recognition constitutes the second-largest risk factor for psychological distress) in the workplace. Among managers, for instance, it would appear to constitute a stress-tolerance factor and a key element in their ability to handle difficult professional situations one of the most important sources of organizational mobilization and engagement on recognition plays a key role in the success and continuity of organizational change. Moreover, it promotes on-the-job learning and is a building block of learning organizations finally, by contributing to employee job satisfaction; recognition has a positive impact on organizational productivity and performance.

## **OBJECTIVES OF REWARDS AND RECOGNITION**

The specific objectives of this study are:

- ❖ To study the Rewards and Recognition schemes in the select company - Genpact.
- ❖ To analysis the procedure for Rewards and Recognition
- ❖ To know employees opinion on Rewards and recognition.

## **RESEARCH METHODOLOGY**

### Need of the Study

The study is to permit an in depth investigation into a particular aspects of employees experience in receiving rewards. Another one is to find out the records numerically and then statistically in order to determine whether the findings are significant.

Research Design: Descriptive research

Scope of The Study: The scope of the study is limited to Genpact in Hyderabad only. It has been taken a sample of 100 respondents.

Sampling Technique: Convenience sampling.

Sample Size: The sample size taken for this study is 100 to study the employee's welfare measures

### Methods of Data Collection

- Primary data : Scheduled questionnaire method and personal interview method
- Secondary data: Books, journals, company web sites and from internet websites.

Tools Used For Analysis: Percentage analysis and Chi Square Analysis

## **DATA ANALYSIS:**

**TABLE 1: EMPLOYEES OPINION ON REWARD AND RECOGNITION PLAYING AN IMPORTANT ROLE**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	94	94%
No	6	6%
Total	100	100%

#### INTERPRETATION

It is found that 94% of employees conclude that rewards and recognition play an important role in the organization while 6% of the employees do not think so.

**TABLE 2: REASONS FOR REWARDS AND RECOGNITION TO BE IMPORTANT**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Motivation	14	14%
Promotions	54	54%
Better opportunities	18	18%
Career growth	14	14%
Total	100	100%

#### INTERPRETATION

From above analysis it is inferred that 54% of employees said that rewards and recognition is important for promotions, 18% employees said that it is important for Better opportunities, and 14% employees said that it is important for both Career Growth and Motivation.

**TABLE 3: EMPLOYEES OPINION ON THE BASIS ON WHICH REWARDS ARE GIVEN**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Performance	30	30%
Discipline	20	20%
Punctuality	19	19%
Good relationship with peers	6	6%
Based on seniority	10	10%
Commitment	15	15%
Any other	-	
Total	100	100%

#### INTERPRETATION

It is inferred that 30% of employees are given on performance basis, 20% of employees are given on the discipline, 19% of employees are given on punctuality, 15% on commitment, 10% on based on seniority and 6% on good relationship with peers.

**TABLE 4: EMPLOYEES OPINION ON TIME IN WHICH REWARDS ARE GIVEN**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Quarterly	82	82%
Half yearly	12	12%
Annually	4	4%
No rewards	2	2%
Total	100	100%

#### INTERPRETATION

It is inferred that 82% of employees said that organization gives rewards on quarterly basis, 12% on half yearly basis, 4% on annually basis, 2% of the respondents did not receive any rewards.

**TABLE 5: EMPLOYEES OPINION ON REWARDS BEING RECEIVED**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	90	90%
No	10	10%
Total	100	100%

#### INTERPRETATION

From above it is inferred that 90% of employees said that they received reward in organization and 10% of employees said that they did not received any award.

**TABLE 6: EMPLOYEES OPINION ON THE FORMS THROUGH WHICH REWARDS ARE GIVEN**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Bonus	6	6%
Increment	12	12%
Increment in basic pay	10	10%
Cheer points	62	62%
Any other	10	10%

#### INTERPRETATION

From above chart it is inferred that 62% of employees said that they receive through cheer points, 12% on increment, 10% on increment on basic pay and 6% on bonus.

**TABLE 7: EMPLOYEES OPINION ON DIFFERENT WAYS OF ORGANIZATION**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Verbal praise	18	18%
Written form	60	60%
Incentives	28	28%
Others	14	14%
Total	100	100%

### INTERPRETATION

From above chart it is inferred that 60% of employees said that are written form recognition, 28% incentives, 18% on verbal praise, 14% on other form of forms.

**TABLE 8: EMPLOYEES OPINION ON RECEIVING A FORMAL RECOGNITION**

RESPONSE	NUMBER OF RESPONDENTS	PERCENTAGE
Not at all important	2	2%
Some important	30	30%
Extreme important	68	68%
Total	100	100%

### INTERPRETATION

68% of employees said that it is extreme important receiving a formal recognition, 30% employees said that it is important in reviving a formal recognition and 2% of employees said that it is important in receiving formal recognition.

### ANALYSIS BASED ON CHI- SQUARE

1. To find the level of significance of designation of the employees and importance of rewards and recognition.

Gender	YES	NO	TOTAL
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Process associate	26	0	26
Process developer	32	10	42
Manager trainee	18	0	18
Manager	14	0	14
Total	90	10	100(N)

Step: 1: Setting up of hypothesis

- Null hypothesis: There is no significant difference between designation of the employees and important of rewards and recognition.
- Alternative hypothesis: There is significant difference between designation of the employees and important of rewards and recognition.

Step: 2: Level Of Significance = 5%

STEP -3: Degree of freedom= (n-1)-1-1-1 = (8-1)-1-1-1 = 4

OBSERVED FREQUENCIES(O)	EXPECTED FREQUENCIES(E)	(O-E) <sup>2</sup> /E
26	23.4	0.29
32	37.8	0.89
18	16.2	0.2
14	12.6	
0	2.6	
10	4.2	0.09
0	1.8	
0	1.4	0.91
		=2.38

Degree of freedom= 4%

At five percent level of significance chi square value=9.488

As computed value is less than the critical value Accept the null hypothesis

STEP: 5: CONCLUSION

Therefore it can be concluded that as calculated value is lesser than the critical value accept the null hypothesis i.e., there is no significant difference between designation of the employees and important of rewards and recognition system.

2. To find the level of significance of gender and importance of benefits.

BENEFITS	MALE	FEMALE	TOTAL
MONETARY	10	10	20
NON MONETARY	11	15	26
BOTH	32	22	54
TOTAL	53	47	100

Step: 1

- Null hypothesis: There is no significant difference between gender of the employees and importance of monetary and non-monetary benefits given to the employees.
- Alternative hypothesis: There is significant difference between gender of the employees and importance of monetary and non-monetary benefits given to the employees.

STEP: 2: Level of significance = 5%

STEP: 3 Degree of freedom = (r-1) (c-1) = (3-1) (2-1) = 2

Observed frequencies(o)	Expected frequencies(e)	(O-E) <sup>2</sup> /E
10	10.6	0.33
11	13.78	0.56
32	28.62	0.39
10	9.4	0.038
15	12.22	0.632
22	25.38	0.450
		=2.4

Therefore  $X^2=2.4$  with Degree of freedom= 2%

At five percent level of significance chi square value= 5.99

As computed value is less than the critical value Accept the null hypothesis

STEP: 5

### CONCLUSION

Therefore it can be concluded that as calculated value is lesser than the critical value accept the null hypothesis i.e., there is no significant difference between gender of the respondents and importance of benefits

### FINDINGS

The following factors have been measured to infer about an organization's internally equity and transparency of its Rewards and Recognition Programs:



1. 42% of employees are Process Developers and associated with the company. 90% of employees said that the Rewards and Recognition programs plays a very important role in organization.
2. It is found that 80% of employees usually receive awards on Quarterly basis and 90% of employees received awards in less than a year.
3. 60% of employees receive rewards in the form of cheer points and 40% of employees receive in the form of Increment.
4. 2% of employees stated that the Rewards and Recognition programs are not at all important in organization and 90% of employees are recognized by the management for their efforts.
5. 15% of employees are not communicated about the time Rewards and Recognition program and 35% of employees preferred feedback for weekly basis and monthly basis.
6. It is observed that 46% of employees agreed for formal recognition in organization and 10% of employees said that promotions can replace the Rewards.
7. It is found that 80% of employees prefer both monetary and non-monetary rewards.

## **SUGGESTIONS**

1. Rewards should be given based on discipline and punctuality. Recognition should be oral and written form.
2. Awareness of rewards and recognition schemes should be made in induction program itself so that employee works towards the right direction.
3. There should be equality between rewards and recognition performance for both hand by hand.
4. Management should appreciate work of employees in the form of bonuses and financial incentive. The Relationship between employees and supervisors should be clear and free from any conflicts.
5. Organization should have access to its rewards and recognition when need arises through conducting employee attitude survey and employee opinion and suggestions should be taken.
6. Feedbacks should be made compulsory and same should be communicated to employees.
7. Monetary and non-monetary benefits should go hand by hand while framing rewards system.

## **CONCLUSION**

Rewards and Recognition are equally important when trying to promote performance and morale amongst employees. The study concludes that employees are highly satisfied by the Rewards and Recognition programs offered by the company. The organization should also



make sure that they choose the best award system that suits the organization and the employees'. The most effective ways to motivate employees to achieve the desired goals of the organization including creating a strong environment and supportive relationship between supervisors and employees and a focus on genuine expressions of appreciation for specific achievements. In a nut shell, a positive employee reward and recognition strategy can be said to be a win-win situation to both the employees and company because rewards can be used as effective tool to retain the best employees in the organization, thus enhancing the performance and productivity of the organization.

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