



## **EFFECT OF ORGANIZATIONAL CHANGE ON EMPLOYEES' MOTIVATION**

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### **ABSTRACT**

*In dynamic world today change in the workplace is a crucial topic; every organization has to manage these changes properly for doing well in this competitive world. Employees'' are the most precious asset of any organization. Whenever any changes introduced in the organization employees' started feel nervous and stress to the changes of the organization as they are more familiar with old organizational environment. Most employers today would like to have their employee's motivated and ready to work, but do not understand what truly motivates a person. This study attempts to identify effect of organizational change on employees' motivation level.*

**Key words-** Management, change management, employee motivation, changes implementation.

### **INTRODUCTION**

Studying change from employees' point of view is important. Creating positive motivation philosophy and practice can improve productivity, quality, and service in an organization. Motivation helps employees' to achieve goals, gain positive attitude, build self-esteem and create the power to change effectively. (Hislop,2003) well-defined motivation as it is kind of force which pushes employees' to do things which is a result of the individual needs being satisfied so that they have the inspiration to complete and proceed with the task. Every employee has to deal with change in the workplace at some point of their career. Therefore it is very important to understand the effect of change on employee performance.

Therefore every organization has to understand the need of their employees' during change. This study attempt to explore why employees' should be motivated during change process and trying to find out the effect of organizational change on employees' performance.

### **Explore Why Employees' Should Be Motivated.**

The success of any organization directly affected by the performance of their employees'. To enhance employees' performance it is necessary that employees' feel motivated at the workplace.

Therefore every organization has to be aware about the needs and requirements their employee and what they are looking for. Motivated employee will increase the capability of the organization to achieve its mission, goals and objectives. It will also engage all to build a strong organizational culture.

Firm's needs to motivate their people and keep them motivated in order to obtain the productivity gains and to insure their competitiveness. Sometimes people who are given responsibilities feel motivated and do their best and work hard accordingly (Ludivine, 2011).

(Mansoor 2008) also sees that motivation is about creating the environment where employees' will be motivated and hence work with their full effort. So, organizations should motivate their employees' to enhance competitive advantages and reach the firms vision and mission.

Business and company's succession depends on motivated employee; they can make all the difference in the company's ability not to just survive but also to succeed (Hislop, 2003).

Motivated employees' can impact a company's bottom line and make the workplace somewhere employees' look forward to interact with instead of just a place to "pick up a paycheck" (Nandanwar , Surnis, Nandanwar 2010).

Satisfied employees' positively impact corporate culture, resulting in many intangible but equally important returns (Yongsun, Barbara, Christy, 2002).

(Jonathan, Christine and Yvonne 2002), identified that greater motivation will have a direct effect in improving productivity through greater effort and possibly innovation. They also stated that motivation leads to a productive with high performance employee who does the best at work, saves time and effort and also volunteers to do more than what is required. Such employee will be a great resource to the business and a great model to be followed by others.

### **Investigate the effect of organizational change on employees' performance**

During change management employees' need to be put first, because the most challenging part of change management is steering employees' to the same direction for successful outcome. Team members are the ones who spin straw into gold and create service/product.

When they are provided with clear context and what their contribution to change needs to be, they deliver high quality results. (Baca, 2005)

While managing change focus needs to be pointed on how to keep motivation and loyalty of workers up. Several studies have shown that well motivated employees' are more productive and creative. On the other hand less motivated employees' do not want to contribute into work. But unfortunately motivation in work place has never been defined in a scientifically acceptable, reasonable manner. It has not even been defined in a practical, commonsense or useful manner. One of the reasons it has not been defined is because it is too close to emotion, which is intangible. We tend to avoid emotions, especially in the workplace. When emotions are not communicated it becomes a struggle to hold the feelings in all day long, without expressing them and pretending they do not exist. When emotions become intolerable in result productivity and output suffer.

Almost 43 percent of all employees' feel insecure about their job while going through change. Those anxious employees' typically feel insecure and lose self-confidence and are not best performers and team players. They become reluctant to express their useful opinions and ideas or to develop innovative approaches to their everyday work. (Katcher et al 2007)

When employees' are only told what to do and not listened they become unhappy and anxious, it is due to what psychologists call a loss of „perception of control.

During change an organization face anxiety, frustration and confusion from their employees' side.

It is obvious now that in order for change to be successful sense of focus, enthusiasm, feeling of momentum, hope and confidence in organization are needed. When mood of organization is not taken care of during change it has negative effect on motivation, morale, sense of job security etc. (Worrall and Cooper, (2006)

(Sidikova,2011) identify the impacts of change on employee motivation both in theory and in practice. He also fined out that by Creating positive motivation philosophy and practice we can improve productivity, quality, and service in an organization. Motivation helps people to achieve goals, gain positive attitude, build self-esteem and create the power to change effectively.

## **Conclusion**

In this study, focus had been on the change management in terms of its effect on employees' motivation. Change management is one of the most important factors in today's scenario .each and every organization has to manage changes properly by adopting proper change

management practices for motivating their employees'. Further work is needed to assess the intensity of effect of change management on employees' motivation. Further investigation may help to exactly map the intensity of effect of change management on employees' motivation in different types of organization.

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