



THE STUDY OF JOB SATISFACTION IN INTERNATIONAL BUSINESS MACHINES (IBM)

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ABSTRACT:

Despite the recognized importance of job satisfaction, it often remains an under-examined facet of organizational life. While IBM, a global technology leader, has implemented initiatives such as flexible work and professional development to enhance employee satisfaction, maintaining consistently high levels of satisfaction across its diverse global workforce presents ongoing challenges. This study aims to investigate the levels of job satisfaction among IBM employees, exploring the specific factors that drive or hinder their overall work experience. Furthermore, it examines job satisfaction within the context of IBM's continuous adaptation to dynamic market conditions and technological advancements. By understanding employee perceptions and responses to organizational changes, this research seeks to provide valuable insights for IBM to further enhance employee engagement, effectively manage transitions, and sustain its competitive advantage in the talent market. Job satisfaction, a critical yet often overlooked element of organizational health, significantly influences employee performance and retention. While IBM, a globally recognized technology innovator, has implemented various employee-centric initiatives, sustaining high job satisfaction across its diverse and widespread workforce remains a complex challenge.



1. INTRODUCTION:

Human Resource Management is considered the most valuable asset in any Organization. It is the total of inherent abilities, acquired knowledge, and skills Represented by the talents and aptitudes of the employed persons, which comprise Executives, supervisors, and rank-and-file employees. It may be noted that here that human resources should be utilized to the maximum possible extent to achieve individual and organizational goals. Thus, it is the employees' performance that ultimately decides the attainment of goals. However, employee performance is, to a large extent, influenced by motivation and job Satisfaction. Human resource management is a specialized functional area of business that attempts to develop programs, policies, and activities to promote the job satisfaction of both individual and organizational needs, goods, and objectives.

People join organizations with certain motives like security of income and job, better Prospects in the future, and satisfaction of social and psychological needs. Every person has Different sets of needs at different times. It is the responsibility of management to Recognize this basic fact and provide appropriate opportunities and environments to People at work to satisfy their needs. Job satisfaction, defined as the positive emotional state resulting from the appraisal of one's job or job experiences, is a critical factor in determining employee engagement, motivation, and productivity. When employees are satisfied with their jobs, they are more likely to be committed to the organization, exhibit higher levels of performance, and provide better customer service. Conversely, dissatisfied employees can lead to decreased morale, increased turnover, and reduced organizational effectiveness.

Despite its importance, job satisfaction remains a poorly understood and often neglected aspect of organizational life. While IBM has implemented various initiatives aimed at enhancing employee satisfaction, such as flexible work arrangements and professional development opportunities, the company still faces challenges in maintaining high levels of job satisfaction among its diverse and global workforce. IBM, a global technology leader with a rich history of innovation,



has long been recognized for its significant contributions to the technological landscape.

2. LITERATURE OF MAIN CONTENTS:

2.1 OBJECTIVES OF STUDY:

- To measure the employees' job satisfaction level in IBM helps to know the in-depth details regarding the factors affecting job satisfaction.
- To measure the level of satisfaction of employees concerning the company.
- To identify the factors that influence job satisfaction among employees.

2.2 SCOPE OF STUDY:

The main aim of the project is to study the job satisfaction of employees in the Company. The study gives a broad view of the factors that influence job Satisfaction. The study would enable the company to recognize and analyze the extra Features that could be used to improve job satisfaction.

2.3 STATEMENT OF PROBLEM:

IBM's reputation as a global technology leader, there is growing concern regarding Employee job satisfaction. While the company has made significant strides in recent years to foster a positive work environment, challenges persist that may negatively impact employee morale, productivity, and overall organizational success.

2.4 RESEARCH AND METHODOLOGY:

Research methodology is a systematic way to solve the research problem. It gives an Idea About various steps systematically adopted by the researcher to analyze the project.

2.5 COLLECTION OF DATA:

The data was collected through a questionnaire.

- The sample size was 110.



- The area of study was Coimbatore.
- Data used in this study was both primary and secondary data.

3. ANALYSIS AND DISCUSSION:

TABLE NO 3.1

TABLE SHOWING THE JOB SATISFACTION IN IBM

S.NO	JOB SATISFACTION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	YES	63	62.4%
2.	NO	37	37.6%
	TOTAL	100	100%

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table indicates that 62.4% of yes and 37.6% of no for job satisfaction.

INFERENCE:

The majority of the respondents say yes to job satisfaction (62.4%).

CHART NO 3.1

CHART SHOWING THE JOB SATISFACTION IN IBM

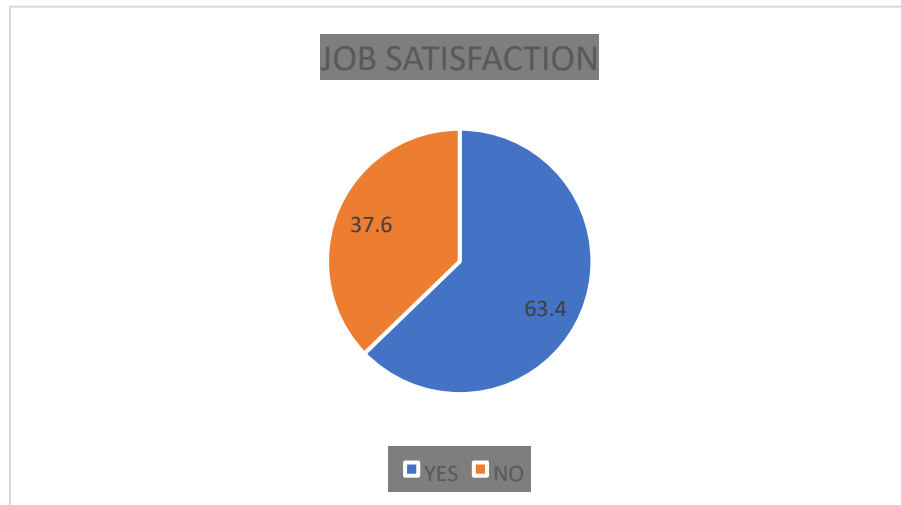


TABLE NO 3.2

TABLE SHOWING THE RATE FOR WORK-LIFE BALANCE

S.NO	RATINGS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	EXCELLENT	40	39.6%
2.	GOOD	36	36.6%
3.	NEUTRAL	20	20.8%
4.	POOR	4	4%
	TOTAL	100	100%

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table indicates 39.6% excellent, 36.6% good, 20.8% neutral, and 4% poor of respondents

INFERENCE:

Most of the respondents are excellent for work-life balance (39.6%).

CHART NO 3.2



CHART SHOWING THE RATE FOR WORK-LIFE BALANCE

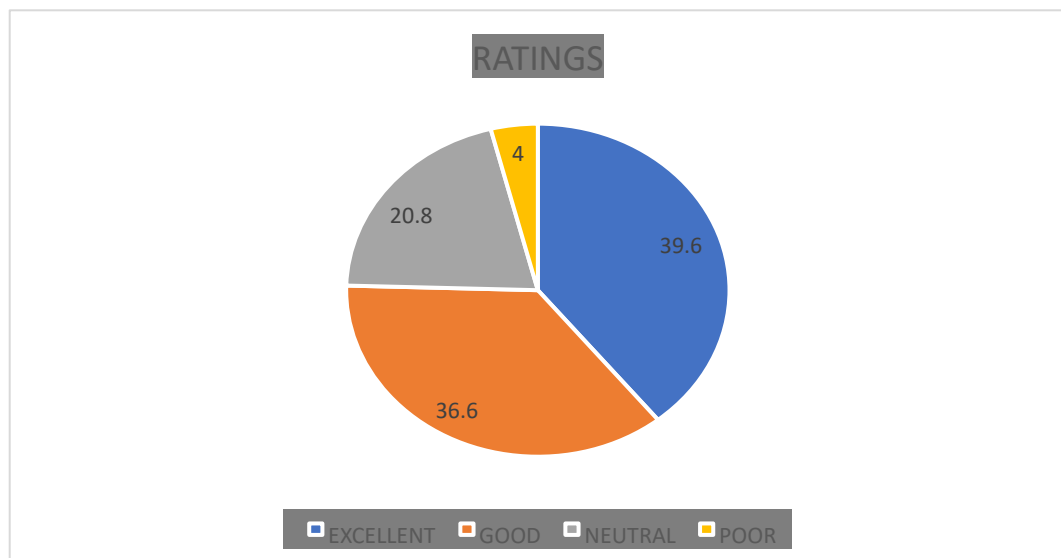


TABLE NO 3.3

TABLE SHOWING THE MEASURING JOB SATISFACTION

S.NO	JOB SATISFACTION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	WORK CULTURE	30	30.7%
2.	SALARY	24	23.8%
3.	MANAGEMENT SUPPORT	29	28.7%
4.	WORK-LIFE BALANCE	17	16.8%
	TOTAL	100	100%

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table indicates 30.7% work culture, 28.7% management support, 23.8% salary, and 16.8% work-life balance.

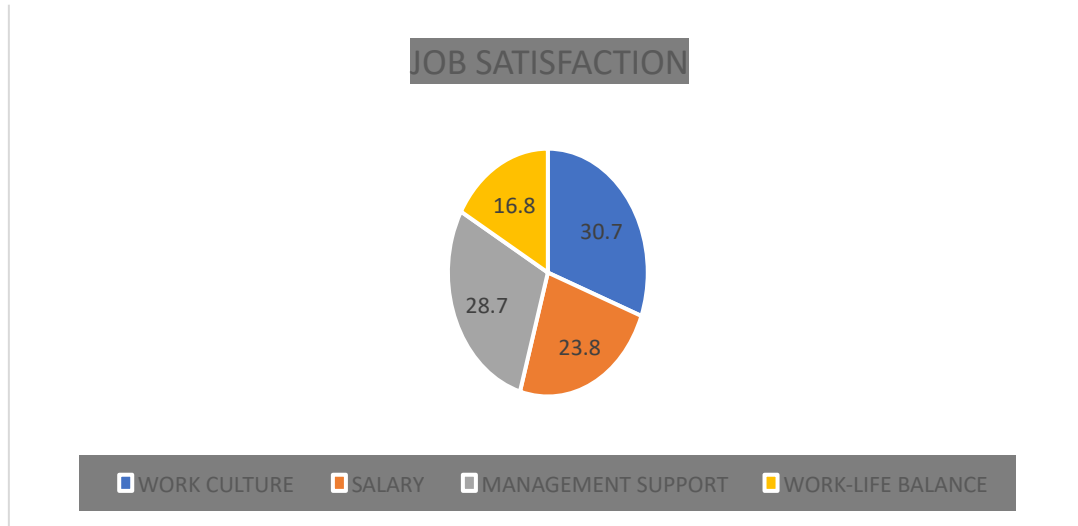
INFERENCE:



The highest number of respondents is for work culture (30.7%).

CHART NO 3.3

CHART SHOWING THE MEASURING JOB SATISFACTION



4. CONCLUSION:

The project aims at finding out the employee satisfaction level in IBM (International Business Machine). IBM has proved to be a successful company because of its rapid growth among many IT companies. The findings and suggestions are based on the survey so these suggestions can be Taken for higher growth. From the analysis, it is known that the company provides opportunities for the employees to exercise their skills. The number of employees is satisfied with the top management and their job timings and shifts. The company has a systematic plan for satisfying the employees with proper salaries, Appreciation, promotions, recognition, and rewards. From the analysis, it is also found that there is a scope for the improvement of job satisfaction of Employees at IBM. Finally, I would like to conclude that most of the employees of IBM are satisfied with their job and the organization.

This study on job satisfaction among IBM employees revealed high levels of overall satisfaction, with significant correlations between satisfaction and factors such as job security, growth opportunities, and positive work relationships. The findings suggest that IBM's positive work environment and growth opportunities contribute to lower employee



turnover rates and attract top talent in the industry. To further improve job satisfaction, IBM can focus on areas such as regular feedback and recognition, professional development opportunities, and work-life balance initiatives. By addressing these areas, IBM can continue to foster a positive and supportive work environment that drives employee engagement, motivation, and retention.

5. REFERENCE:

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