

# EMPLOYEE MORALE AND JOB SATISFACTION WITH RESPECT TO NATCO PHARMA

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## ABSTRACT

*This research examines the influence of employee morale and job satisfaction on organizational performance, with specific reference to Natco Pharma, a prominent player in the Indian pharmaceutical industry. In today's competitive and fast-paced work environments, maintaining high employee morale and ensuring job satisfaction are crucial for sustaining productivity, innovation, and employee retention. The study investigates the internal HR practices, workplace culture, communication mechanisms, reward systems, and leadership approaches adopted by Natco Pharma that contribute to employee well-being and satisfaction. Utilizing both qualitative and quantitative research methods—including surveys, interviews, and secondary data—the study evaluates how factors such as recognition, work-life balance, career growth opportunities, and organizational support impact employee attitudes. The findings reveal that employees who feel valued and supported demonstrate increased motivation, loyalty, and engagement, which in turn positively affect company performance and stability. This research further suggests that regular feedback, transparent communication, and meaningful employee involvement are vital in fostering a positive work environment. The study concludes by recommending ways Natco Pharma can further enhance morale and satisfaction through targeted HR interventions aligned with employee expectations and organizational goals.*

**Keywords:** Employee Morale, Job Satisfaction, Natco Pharma, Workplace Culture, Employee Engagement, Organizational Performance, HR Practices, Employee Retention.

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## 1. INTRODUCTION

Job is one of the important elements of people's life. Their living style and their social lives depend on their jobs. Therefore, every organization must have a satisfied workforce. Nowadays, the private sector plays a significant role in uplifting the economy of Pakistan. They are not only providing good services but are also providing job opportunities to a large group of people. Keeping in view the contribution of the private sector to society and the significant role of job satisfaction to improve the employees' performance, the present study aims to know the job satisfaction of employees and its relationship with the performance level.

There is a general understanding that the overall productivity and success of an organization depends on the effective and efficient performance of employees and that better performance depends on the employees' job satisfaction. For that purpose, researchers have identified various aspects of job satisfaction, its relative importance, and its relationship with performance and productivity. Job satisfaction is the positive and negative feelings of an employee towards his job or it is the amount of happiness connected with the job. Therefore, job satisfaction is one of the most widely spread researched topics in the field of organizational psychology. According to Locke, job satisfaction is the positive and enjoyable feeling that results from the evaluation of one's job or job experience.

## 2. RESEARCH METHODOLOGY

### RESEARCH DESIGN:

The study was based on a survey method. The study aims to find the satisfaction levels of employees

### PERIOD OF STUDY:

This study on employee satisfaction was conducted during 28 days

### SAMPLE SIZE:

The sample size of this study is 95 respondents

### DATA REQUIREMENT:

#### PRIMARY DATA

In the study, primary data were collected through personnel interviews using a questionnaire. The questionnaire was administered to hundred employees of Sundaram Industries Pvt Ltd.

#### SECONDARY DATA

Secondary data for this study was collected.

1. Previously publishes records, statistics, research reports, and documents.
2. Periodicals and websites.

#### SAMPLING DATA

A sample design is a definite plan for obtaining a sample from a given population. The convenience sampling method was used in the selected.

#### GRAPHICAL REPRESENTATION OF DATA

Graphical representation tools such as bar graphs and pie charts have been used for the data analysis

## 3. CONCLUSION

The study was conducted to find out the link between job satisfaction and the performance of employees working in private organizations. While studying the relationship of job satisfaction with different variables such as qualification, gender, occupation, family system, and marital status, it is concluded that job satisfaction has no significant association with gender, qualification, family system, as well as marital status. It is determined from the study that job satisfaction is significantly correlated with the occupation of employees. Hence, medical doctors are more satisfied with their jobs as compared to teachers and bankers. Furthermore, it is also concluded from the above results that the performance of satisfied employees is superior as compared to dissatisfied employees.

## 4. REFERENCES

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