

INFLUENCE OF MOTIVATIONAL FACTORS ON EMPLOYEES' PERFORMANCE LEVEL: A STUDY WITH REFERENCE TO INFORMATION TECHNOLOGY COMPANIES

 **J.K. Kalpana Devi** ¹

¹Research Scholar, Manonmanium Sundaranar University, Tirunelveli, Tamil Nadu, India

ABSTRACT

The purpose of the study is to identify and analyse the influence of motivational factors on the employee's performance level and effectiveness of the Information Technology Industry. Based on various literature reviews the study identified Salary, Fringe benefits, Work Environment, Job Rotation and Job Autonomy as the Motivational Factors. The data for the study had been collected from 100 employees working in different Information Technology companies situated in Chennai city. Using Chi-Square analysis it was found that the motivational factors revealed some statistically significant difference in the relation to the personal profile of the employees. Employee's choices of motivation factors may differ according to their culture, position in the organization and other personal profile.

KEY WORDS: Motivation, Motivational Factors, performance level.