

A STUDY OVER THE FACTORS AFFECTING QUALITY OF WORK LIFE: AN ANALYSIS OF EMPLOYEES OF A PRIVATE LIMITED COMPANY IN CALICUT KERALA

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ABSTRACT

Quality of Work Life (QWL) is generally associated with a series of objective organizational conditions and practices that enables employees of an organization to perceive that they are virtually safe, satisfied and have better chances of growth and development as individual human beings. QWL is nowadays drawing more attention globally as in modern society people spend about more than one-third of their lives at their workplace. Hence, the eminence and importance of QWL is unparalleled and unquestionable. This research article first focuses on the definitions of QWL, followed by various paradigms of QWL, which form the basic element of QWL in any organization, employment security, job satisfaction, occupational stress, work environment, work–life balance and human relations. Finally, the research proposes some strategies to improve QWL in organizations that focus on different areas of organizational functions: employee participation, job design and work organization, workforce awareness and career guidance, inter-group relationships, role of HR managers, self-managing work teams, rewards, alternative work schedules and supportive organizational culture.

The study was conducted in Ashique Exports Pvt.Ltd, Calicut, Kerala as the respondents were the employees and they are the population of the study. Descriptive research was the methodology used for the study and random sampling was adopted to take out the samples. The findings were no difference of opinion motivation on the basis of salary, on motivation among the employees on basis of experience, job involvement on the basis of experience, job involvement on the basis of salary, job satisfaction on the basis of salary and job satisfaction on the basis of experience

KEYWORDS: Job Satisfaction, Job Involvement, Job Enrichment, Employee Security, Employee Motivation