

EMPLOYEES MOTIVATION AND RETENTION – SPECIAL EFFECTS ON NON-MONETARY REWARDS IN PRIVATE COMPANIES, CUDDALORE, TAMIL NADU

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ABSTRACT

This research is an inquiry into the impact of non-monetary compensation on employee productivity and retention in private enterprises. The key purpose is to examine the effects of non-monetary compensation, such as recognition, training, promotions and bonuses, on the performance of employees of the organisation. When employees are inspired, they develop a desire for hard work and the effect is important. Primary data have been obtained from cuddalore employees by means of questionnaires, and samples are 50 in number. The study shows that employee appreciation, management engagement, training, flexible working hours, good working conditions, status and other non-monetary incentives influence and help workers contribute to the performance of the company as they directly impact the company. The productivity of workers who are basically pushing them to work within the organisation. The research shows that workers appreciate and respect non-monetary rewards and would like to obtain the variety of benefits from the organisation. Studies say that non-financial incentives are viewed as financial incentives. As a consequence, as reported in the survey study, this can be inferred from the fact that non-financial rewards have the beneficial capacity to boost employee morale and to allow them to stay in the private company.

KEYWORDS: *Non-Monetary Rewards, Incentives, Motivation, Training and Non-Cash Benefits*