

CHAPTER – 4

4 AIMS AND OBJECTIVES

4.1 AIMS OF THE STUDY

- To assess the impact of *KARMA YOGA* on Job satisfaction in Business Development Professionals using Job satisfaction scale
- To assess the impact of *KARMA YOGA* on Job involvement in Business Development Professionals using Job involvement scale
- To assess the impact of *KARMA YOGA* on Motivation in Business Development Professionals using Work Motivation Questionnaire

4.2 OBJECTIVES OF THE STUDY

1. To study the impact of *KARMA YOGA* on Job satisfaction in Business Development Professionals using Job satisfaction scale
2. To study the impact of *KARMA YOGA* on Job involvement in Business Development Professionals using Job involvement scale
3. To study the impact of *KARMA YOGA* on Motivation in Business Development Professionals using Work Motivation Questionnaire

4.3 JUSTIFICATION OF THE STUDY:

4.3.1 NEED FOR THE STUDY:

The review of literature undertaken on the subject throws light on various dimensions, depth, and quality content in *sanatana* text on *Karma Yoga*. The literature perused has also brought to light the landscape of sales and marketing in the contemporary parlance of globalization and civilization. All the studies reflect that the essence of *Karma* (action) without expecting reward is the path to salvation (moksha). The review of the literature undertaken presents the contextual scenario leading to multiple questions. viz, whether the *Karma Yoga* is inevitable? What is the quantitative impact on business dimensions happening around the world without the essence of *Karma Yoga*? Do the *sanatana* literature is capable of motivating employees at workplace? Whether job satisfaction is ultimate end of all the employees? Whether an intervention based study will help understand any new aspects? Whether business development professionals really consider effort or results? Whether stress can be managed better with application of *Karma Yoga* in their approach ?Whether employees are motivated to work only for materialistic reasons or spirituality safeguards the professional journey and the questions like this and many more haunted the researcher in the process of going through and leading to the objective of the study.

4.4 HYPOTHESES OF THE STUDY

4.4.1 NULL HYPOTHESES

H₀₁: There is no significance of *KARMA YOGA* on Job satisfaction in Business Development Professionals

H₀₂: There is no importance of *KARMA YOGA* on Job involvement in Business Development Professionals

H₀₃: There is no effect of *KARMA YOGA* on Motivation in Business Development Professionals

4.4.2 RESEARCH HYPOTHESES

H_{a1}: There is a significance of *KARMA YOGA* on Job satisfaction in Business Development Professionals

H_{a2}: There is an importance of *KARMA YOGA* on Job involvement in Business Development Professionals

H_{a3}: There is an effect of *KARMA YOGA* on Motivation in Business Development Professionals