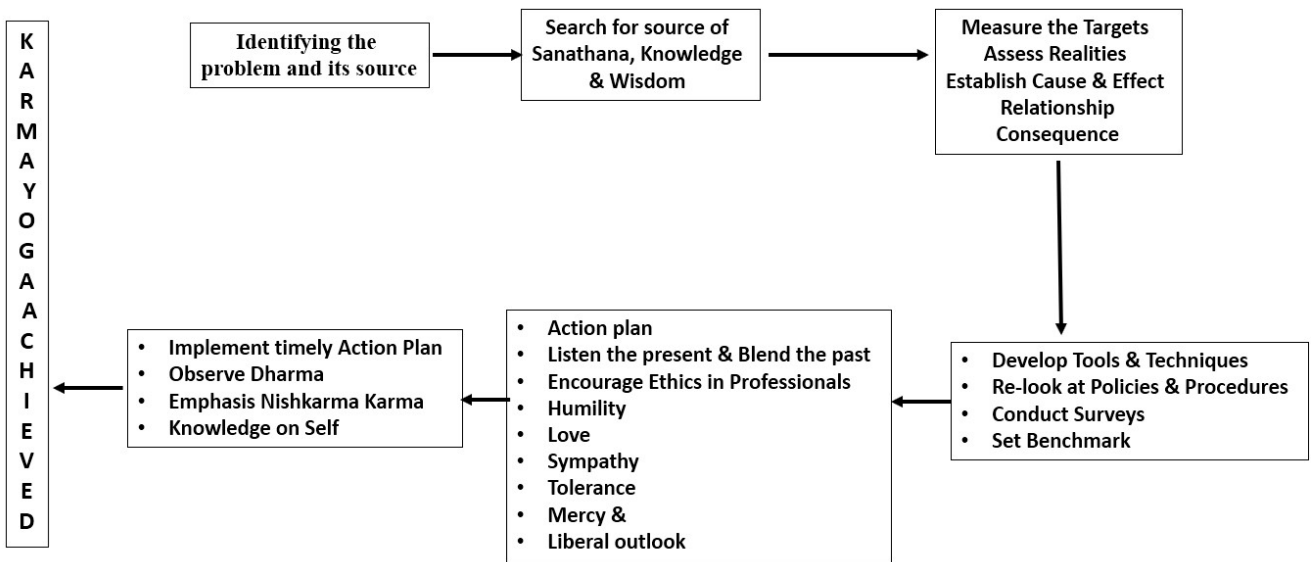


CHAPTER – 7

7 APPRAISAL

This chapter is devoted to presentation of findings, suggestions and conclusion of the present study. The researcher has proposed a model for business development professionals to carry out *Karma* to realize moksha. The important findings of the study having classified and presented by the researcher in this chapter. Suggestions and formal conclusion has also been penned in the end

7.1 Flowchart showing the process of realizing *Karma Yoga*



It is evident from the above chart that *Karma Yoga* among Business Development Professionals can be created with a **Holistic Approach**. If the holistic (samsthi) in environment is not created it is obvious that problems, negativities, contradiction and the greed will prevail. Human beings are conducted by Atman and only if Atman is connected with Parmataman the task will become joy. *Karma Yoga* is often found as a height of satisfaction in the task taken up without through humming on materialistic gains. Hence it is suggested that the Industry should focus on the Four tenants of Brahma sutra for optimal performance.

Samnvaya (Equal incidence and application)

Avirodha (Non-contradictory)

Sadhana (Pro-Active Actions)

Phala (Results as Planned)

The problem of Business development professionals are more due to

SwabhavaJanya (Individual have different traits, habits, expectations & desires)

Swaroopajanya (Individual's upbringing is the cause of chitta, which leads to chanchalaswaroop)

PrabhavaJanya (Not getting right influences at various stages of life from right people in the journey of life)

JnanaJanya (Not acquiring appropriate knowledge at appropriate time)

AjnanaJanya (Ignorance centric behavior)

AbhavaJanya (Lack of resources and willingness to dedicate)

7.2 SUMMARY OF THE FINDINGS

7.2.1 Findings from Profile of Respondents

- Majority of the respondents (68%) belong to male category whereas female respondents account for 32% of the overall sample of the study
- 55% respondents are unmarried and 45% respondents are married w.r.t. overall sample of the study
- Large portion of respondents (65%) belong to urban category and remaining 35% respondents are from rural area
- 35% respondents are Graduates, 14% have Post-Graduate qualification, 22% respondents have Diploma Education and 8% respondents have qualification up to SSLC level.
- 40% of respondents have an income of Rs 20,000 to Rs 25,000, 7% have a salary of more than Rs 25,000, 2% have a salary of less than Rs 10,000, and just 13% have an income of Rs 10,000 to Rs 15,000.

7.2.2 Findings from Analysis of Data related to Job Satisfaction Survey

- The greatest percentage of respondents (40%) say their employment seems to be outstanding to their family, relatives, and friends.
- Definitely evaluate the work as good in terms of economic benefits such as pay allowances, according to 22% of survey respondents.
- When asked if my family, relatives, and friends think my employment is satisfactory, 27% of sample respondents gave a neutral response.
- Only 17% of sample respondents believe in society as a whole, and my social standing is neutral as a function of the work I have.

- 10% of sample respondents indicate they assess their work as fair in terms of economic perks such as salary allowances, as well as post-retirement benefits such as pensions, gratuities, and so on.
- 10% of sample respondents assess working circumstances such as suitable sitting, sufficient temperature, humidity, sanitary & healthy atmosphere of office or work place as reasonable.
- 43% of respondents believe that the employment provides time and possibilities to attend to family.
- 43% of respondents believe that the job has built-in relaxation and entertainment activities such as picnics, excursions, and variety shows. 47% of the respondents feel that some job or profession in some way adds to the economy & development of the nation
- 29% of respondents believe that their job tries to improve the quality of life in some way, i.e. it tries to make a better man
- 29% of respondents agree that their bosses and coworkers are cooperative, helpful, and inspiring people to do better and sincere work in the organization
- 29% of respondents disagree that malpractices such as corruption, favoritism, and so on are acceptable in the workplace
- 42% of the respondents says their job provides facilities like medical care, housing, subsidized rationing, travelling etc.
- 37% of respondents agree that their competence and efficiency have increased as a result of their on-the-job training and experiences.

7.2.3 Findings from Testing of Hypotheses on Job Satisfaction

- The reliability of the survey was done using Cronbach's Alpha test and the value was scored at 0.952 that is statistically excellent.
- The validity analysis was done using Item-Total Correlation & all statements have indicated medium to strong correlation in which recorded correlation values are greater than 0.30.
- KMO test measured sampling adequacy at 0.929 which is excellent in terms of standard and Barlett's test of Sphericity with approximate chi-square value is 5830.66. These results are statistically significant at 5% level. Hence all the 30 statements are distributed normally and are suitable for factor analysis
- Factor analysis revealed five components with a cumulative value of 57.56% which is adequate for the overall variance analysis for 30 statements
- Exploratory Factor Analysis using Principal Component Analysis method derived five factors related to *Karma Yoga* which influenced Job satisfaction in Business Development Professionals

- *Karma Yoga* influence on Job satisfaction in Business Development Professionals has an aggregate mean value of more than 4 which falls on the positive side of the scale and also falls within the upper and lower confidence intervals
- Post *Karma Yoga* intervention the Job satisfaction survey indicated changes in post statement opinion and higher values were recorded as compared to pre survey
- Based on the results of the paired sample t test on the five factors it is evidenced that post survey respondents have indicated significance of *Karma Yoga* on the Job satisfaction level.
- There is no difference in the Job satisfaction post *Karma Yoga* intervention among the Business Development Professionals on the basis of gender using independent sample test
- There is no difference in the Job satisfaction post *Karma Yoga* intervention among the Business Development Professionals on the basis of Marital Status using independent sample test
- There is no difference in the Job satisfaction post *Karma Yoga* intervention among the Business Development Professionals on the basis of Geographical Area using independent sample test
- There is no difference in the Job satisfaction post *Karma Yoga* intervention among the Business Development Professionals on the basis of education using ANOVA post hoc test
- There is no difference in the Job satisfaction post *Karma Yoga* intervention among the Business Development Professionals on the basis of salary using ANOVA post hoc test

7.2.4 Findings from Analysis of Data related to Work Motivation Survey

- 53% of the respondents are very satisfied with their jobs
- Considering skills & efforts put into job, 22% sample respondents are very satisfied with their pay and financial compensation
- 38% sample respondents feel they have better chances of promotion in organization
- 48% sample respondents believe their organization's benefits as compared with those in other similar organizations are better
- 71% sample respondents assume their work help them learn more about their profession or occupation in the present organization
- 42% of respondents believe that work assignments are well-organized; 43% say that the employment provides time and opportunity to spend with family.
- 41% of respondents believe they are responsible for their work;
- 50% of respondents believe good people policies or conditions encourage them to work in the current organisation;

- 58% of respondents are unwilling to leave the current organisation even if given the opportunity to do the same type of work for a similar pay in another organisation;
- 63% of the respondents believe they are responsible for their work
- 46% of the respondents experience that work group shows them how to improve performance in the present organization
- 57% of respondents have confidence and trust in the people in their work group in the organisation
- 44% of respondents agree that members of staff in their work group make an effort to avoid creating problems or interfering with their work
- 55% of respondents believe their immediate superior speaks to them in an appreciative, encouraging manner, which motivates them to do their best work

7.2.5 Findings from Testing of Hypotheses on Work Motivation

- The reliability of the survey was done using Cronbach's Alpha test and the value was scored at 0.942 that is statistically excellent.
- The validity analysis was done using Item-Total Correlation & all statements have indicated medium to strong correlation in which recorded correlation values are greater than 0.30.
- KMO test measured sampling adequacy at 0.948 which is excellent in terms of standard and Barlett's test of Sphericity with approximate chi-square value is 4858.713. These results are statistically significant at 5% level. Hence all the 10 statements are distributed normally and are suitable for factor analysis
- Factor analysis revealed four components with a cumulative value of 55.92% which is adequate for the overall variance analysis for 30 statements
- Exploratory Factor Analysis using Principal Component Analysis method derived four factors related to *Karma Yoga* which influenced work motivation in Business Development Professionals
- *Karma Yoga* influence on Job satisfaction in Business Development Professionals has an aggregate mean value of more than 4 which falls on the positive side of the scale and also falls within the upper and lower confidence intervals
- Post *Karma Yoga* intervention the work motivationsurvey indicated changes in post statement opinion and higher values were recorded as compared to pre survey
- Based on the results of the paired sample t test on the four factors it is evidenced that post survey respondents have indicated significance of *Karma Yoga* on the work motivationlevel.
- There is no difference in the work motivation post *Karma Yoga* intervention among the Business Development Professionals on the basis of gender using independent sample test

- There is no difference in the work motivation post *Karma Yoga* intervention among the Business Development Professionals on the basis of Marital Status using independent test
- There is no difference in the work motivation post *Karma Yoga* intervention among the Business Development Professionals on the basis of Geographical Area using independent sample test
- There is no difference in the work motivation post *Karma Yoga* intervention among the Business Development Professionals on the basis of education using ANOVA post hoc test
- There is no difference in the work motivation post *Karma Yoga* intervention among the Business Development Professionals on the basis of salary using ANOVA post hoc test

Overall, it was also found that the participants were very pleased to be a part of such scientific study & also wanted to attend more such programs. The senior managers of the participant's organisation urged to conduct more such programs in the development of their employees. The Business Development managers were especially pleased to see their Business Development staff approach their new task/ target with a new perspective as an impact of *Karma Yoga*

7.3 SUGGESTIONS

The researcher has recommended the following suggestive measures based on the study's key results. The ideas are aimed at both preventative and curative actions for business development experts, as well as policy measures that must be considered in the future of mankind.

- Yoga education must be made compulsory from the primary level so that every child or every atman starts acquiring the holistic knowledge from the beginning. Curriculum must be made simple and progressive from kinder garden to the highest level of education
- In addition to the physical education teachers there is an urgent need to appoint the teachers for moral education. Hence the yoga teachers must be appointed who have possessed appropriate education not mere certificates
- Religions and philanthropists institutions must take the lead to propagate the message of *Karma Yoga*.
- Top 1000 companies making profit can contribute and create a fund to implement the action plan of *Karma Yoga* for job satisfaction and job involvement & work motivation
- Government should come out all pervasive a measure to include everyone to connect in the process of

work is worship. Skill development ministry of India and all the state governments must emphasize in bringing a culture of work accuracy and perfection through skilling

- The participation of the individuals is inevitable and most essential because the modern e-civilization has damaged the soul of individuals. There is an urgent necessity for the department technology and communications to balance the level of technology with human living. Too much of technology will lead to many diseases and dependency. Individuals becoming slaves of modern social networking forgetting the *Karma* is one of the bane which has to be attended
- Moral and spiritual education must be emphasized by everyone in the society irrespective of caste creed and religion or gender
- The modern corporate business houses have lots of luminaries like Ratan Tata, Shri Narayan Murthy, Azim Premji, and Sanathana Institutions ISKON, Rama Krishna Mission, Akshaya Patra and many more should augment their activities of *dharma* in *Karma*
- The corporate companies should incorporate the concept of *Karma Yoga* for their business development employees during various training programs
- The corporate companies should adopt a few concepts of *Karma Yoga* while recruitment of the staff for business development department
- Finally, the goals, whether it is by organization of individual, it has to be validated by concepts of *Karma Yoga* before its applied

7.4 FUTURE AREA OF RESEARCH

Karma Yoga is all pervasive principle gifted to mankind by sages of *Sanathana Dharma*. The researchers can make use of *Karma Yoga* in all the entities of business and industry. The studies can be taken up on *Karma Yoga* and Production, *Karma Yoga* and Finance, *Karma Yoga* and Environment Sustainability and also they will bring a subjective change among the concerned entity and also blue and white color workers. These studies will bring a subjective change among the concerned entity and also the quantifiable value addition to those who have the heart of philosophy and philanthropy involved in the journey of Business.

7.5 CONCLUSION

Karma Yoga is an action-based route to self-realization. In every individual there is a mix of behavior, Skills, Competencies and Ethics on the one hand and on the other its counter motives and carvings for narrow gains. The applications of *Karma Yoga* is a path to lead a kindly light to mankind to emancipate from the contemporary materialistic mental darkness occupied in human beings across the globe to a great extent. *Sadhana* must be the way for the evolution of the marketing and sales professionals are no exception for it even though they are tempted by lucrative positions and possessions by industry to make them more pruned towards selfish ends.

Asathoma Sadgamaya Tamasoma and Mrityorma Amrutangamaya will be the path for salvation. Om Shanti Shanti Shanti hi.

7.6 IMPLICATIONS OF THE STUDY

There is an impact of *Karma Yoga* on Job Satisfaction in Business Development Professionals

There is an impact of *Karma Yoga* on Job involvement in Business Development Professionals

There is an impact of *Karma Yoga* on Work Motivation in Business Development Professionals

7.7 APPLICATIONS OF THE STUDY

The study is defended on the ground that the applications of *sanathana* principles to the contemporary business environment and professions is relevant. The time and events may alter and influence upon the professions because of latest innovations but still the character, Conduct, Spirit of the Soule (Chaitanya Shakti) and not anticipating fruits for the seeds harvested. In true and right spirit if *Karma Yoga* is employed as a all-pervasive aspect the welfare of the Mankind (Vasudaiva Kutumbakam) becomes a reality.

7.8 STRENGTH OF THE STUDY

This diagnostic study systematically follows the methodology required for the research. The attempt of bringing back to limelight the *sanathana* principles of *Karma Yoga* to the present materialistic, result oriented and only profit motivating business environment across the globe has cornered the importance of selflessness. This study is an attempt to percolate ethics as the ground for performing all tasks, in general and to the business management in particular. The objectives slated for the study have been studied ad

analysis for each objectives is been made independently leading to meaningful findings

7.9 LIMITATIONS OF THE STUDY

The Study is subjected to certain limitations due to the fact that data is based upon the perception of the respondents. The participation of the respondents and their response is more subjective in nature due to the inhibitions, Work Pressure and Socio economic factors. The sample size is confined to 384 respondents and hence the inferences drawn cannot be generalized to a great extent. The time and resources available for researcher for this academic work also has been in the midst.