

ABSTRACT

BACKGROUND

Business development is one of the key professions chosen among millions of people as career. This profession has largest number of people working in any society & across various industries across the globe. There are special schools to train people in this profession. In the process of career enhancement Job satisfactions, Job Involvement & Motivation in Business development professionals are keys to their success in particular and of the organization for a greater development. This study is to understand the impact of *Karma Yoga* on Job Satisfaction, Job Involvement & Motivation in Business Development Professionals

AIMS:

To assess the Impact of *Karma Yoga* on Job Satisfaction, Job Involvement & Motivation in Business Development Professionals

OBJECTIVES

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

METHODS

Subjects:

1. **Age range of gender:** 25-40 years of age, both male & female respondents
2. **Source of subjects:** Business Development professionals working in various sectors like FMCG, Healthcare, Consumer Durables, Banking & Insurance, retail and pharmaceutical sectors in Bengaluru city
3. **Sample size:** 384 respondents
4. **Inclusion criteria:** All male, female respondents as per age criteria, working in above mentioned sectors within Bengaluru city, who evinced interest to participate in this study

5. **Exclusion criteria:** Respondents below 20 years of age & those who are not willing to contribute their perceptions
6. **Ethical considerations:** All data have been kept confidential; the process of data collections, procedures of the sessions, lectures, timing, etc. were communicated in advance. All activities were done with prior consent of all Respondents involved. Sensitive, emotional issues will not be tampered if any of any subject

Participants Design

- This is a quantitative study design with pre & post study data and as per the research sample size. Case studies have been included to bring in empirical insights into the study.
- Randomized control design, by using random generated table
- Pre data have been collected by using 3 scales in first stage & later after completion of 30 days of *Karma Yoga* sessions

Assessments:

Quantitative Assessment:

The Following scales will be used:

Job satisfaction scale: Dr. Amar Singh & Dr. T.R. Sharma

- **Job involvement scale: Santosh Dhar & Upinder Dhar**
- **Work Motivation Questionnaire: K.G. Agarwal**

Intervention:

Concept of *Karma Yoga* on basis of *Bhagavad Gita*. The researcher intervention will be subjective as well as objective or more to say direct participation and indirect intervention. An expert in the concept of *Karma Yoga* will be identified & the intervention will be delivered by the same expert

- Participants willing to participate were administered questionnaire.
- Intervention will be given for 30 days. (Approximately 2 hours per day).
- All participants were given the same questionnaire once again to measure the impact

Results:

Based on the data analysis and inferential statistical outcome; it is realized that there is an impact of *Karma Yoga* on Job Satisfaction, Job involvement and Work Motivation in Business Development Professionals as the statistical results were significant at 5% level of significance.

Further; sub-hypotheses were tested using demographic factors of Business Development Professionals on the responses provided on the assessment scales and it was found to be insignificant which highlights no difference in their opinion, perception or attitude with respect to different demographic factors and all assume similar impact of *Karma Yoga* on Job Satisfaction, Job involvement and Work Motivation.

Conclusion:

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.

*AsathomaSadgamayaTamasomaand MrityormaAmrutangamayawill be the path for salvation.
Om Shanti ShantiShanti hi.*