

**A STUDY ON THE IMPACT OF JOB SATISFACTION ON EMPLOYEE  
PRODUCTIVITY OF CONSTITUENT AND AFFILIATED COLLEGES  
UNDER B.R.A.B.U. MUZAFFARPUR**

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**Abstract**

Job satisfaction plays a vital role in terms of how much effort an employee puts into his/her job. A satisfied employee generally has more job dedication, better problem-solving skills and higher productivity levels at work compared to a dissatisfied one. This is no different for the constituent and affiliated colleges under B.R.A.B.U., Muzaffarpur; such universities are known to depend highly on the efforts of their employees in providing quality education services to its students, so it's very important that their staff be happy with what they do on a daily basis. This study aims to explore the impact of job satisfaction on employee productivity in constituent and affiliated colleges under B.R.A.B.U, Muzaffarpur region. The research utilized a survey method for collecting primary data from employees of the said institutions regarding their job satisfaction levels and work performance levels respectively within a stipulated timeframe of two months as well as conducting semi-structured interviews with heads/principals/administrators from each college to supplement the quantitative results and gain more insight into qualitative aspects concerning this research topic such as organizational dynamics that affect productivity, interpersonal relationships between peer groups, team environment etc.. This study analyzes the findings collected in order to ascertain a correlation between job satisfaction level of employees with their overall productivity while also taking factors like age group, salary & designation into consideration during analysis in order to provide an accurate assessment model for this purpose which could be readily used by other institutions too for

further implementation and development depending upon desired objectives / goals that needs fulfillment at organizational level .

**Keywords-** Job satisfaction, Development, productivity, Employees and Performance.

## **Introduction**

In the twenty first century era when there are immense amount of competition in almost every sector regarding job satisfaction and growth, the well-fare of employees is highly important. This research paper aims to analyze the effect that job satisfaction has on increasing employee productivity among constituent and affiliated colleges under B.R.A.B.U Muzaffarpur during 2021-22 academic session year by using both quantitative methods such as survey questionnaires and qualitative approaches like interviews with staff members for data collection purposes .This will help identify areas where these institutions need to improve upon which can enhance their overall performance thereby ensuring contentment amongst faculties employed therein causing a higher degree of motivation thus enabling them serve better leading to improved work output ultimately proving beneficial for both college administrators and attendees alike in terms cutting cost associated with having disgruntled workers etc.

This research was carried out to explore the differences between job satisfaction among the employee groups across different institutions, with respect to their age, gender, qualification and designation. The data collected through surveys provided insights into various aspects such as degree of job commitment among individuals, sense of autonomy & freedom at work place, practice of good skills by supervisors etc. Interviews were also done for exploring the personal opinions about overall institutional performance related to matters like team work conduction, timings flexibility etc. These all aspects together help to understand an individual's nature towards his/her current workplace environment or conditions due to which it could be possible that comparison can be drawn. The results obtained from this survey will ultimately help in providing a better understanding how much employee groups are similar/dissimilar according their pertaining characteristics over measured areas mentioned in this study.

## **Literature review**

The impact of job satisfaction on employee productivity has been studied in depth for decades, and the literature is full of academic studies that offer insight into this subject. According to a study conducted by Raja Ram Majhi (2019) at Brabu University Muzaffarpur, India, there was a significant difference between the job satisfaction level and productivity among employees in constituent colleges as opposed to those affiliated with other universities. The findings from this study showed that overall job satisfaction positively correlated with higher levels of productivity among these groups. Moreover, it suggested that creating an environment conducive to both job satisfaction and creativity could lead to improved engagement levels which would further enhance productivity. Additionally, this study concluded that employing different management tactics such as offering rewards or recognition could contribute towards increasing staff morale while promoting greater collaboration across teams ultimately leading to increased efficiency within an organization.

The aim of this research was to compare the level of job satisfaction among the two types of college employees, and their perceptions on different aspects such as organizational commitment, absence management, working environment etc. The present paper is based on secondary data collected from various studies conducted by Singh (2005), Rao (2008), Jha & Joshi (2011), Pradhan et al., (2016). These studies mainly reviewed theories related to motivational factors that affect job satisfaction for college teaching staff along with other support staff categories such as clerical staff. These findings revealed that although there were differences between teachers/staff from constituent and affiliated colleges investigated in terms of overall job satisfaction, still both groups reported similar levels irrespective of type. Furthermore, higher Education Institutions need to focus more effort towards enhancing teacher motivation rather than offering only financial incentives for better performance since intrinsic rewards have been proved to have greater effect on employee morale and productivity. Thus, proper human resource planning combined with reward systems play an important role in shaping up an organization's success.

The objective of this literature review was to identify previous studies conducted on job satisfaction among employees of constituent and affiliated colleges under B R A B U Muzaffarpur. The purpose of the study was to compare employee job satisfaction between these two categories.

Various studies have been conducted in order to evaluate and measure job satisfaction among university staff, but only few with regard to educational institutions in India (Bansal et al., 2014; Gupta et al., 2017). Sajid Javaid and Imran (2018) studied the Job Satisfaction level among faculty members working at different public universities of Punjab province in Pakistan using a survey questionnaire. Their results revealed that majority were dissatisfied due to workload, salary issues, lack of promotions etc. Elangovan et al. (2015), surveyed the academic staffs' job satisfaction at Periyar University, Tamil Nadu. He concluded that major factors such as work environment among others had positive correlations with employee's overall job satisfactions at Periyar University.

### **Research gap**

The research gap in the study on job satisfaction and its impact on employee productivity of constituent and affiliated colleges under B.R.A.B.U Muzaffarpur is that it fails to address how various activities related to job satisfaction such as compensation, communication between managers and employees, team work, recognition for work done affect employee productivity at component or affiliated colleges of BRABU Muzaffarpur. This affects our understanding of the overall impact of job satisfaction on performance and consequently proper management efforts cannot be made towards enhancing employee productivity at these institutions. Further research needs to be conducted in order to assess if any changes should be implemented in the areas mentioned above so that enhanced levels of efficiency are achieved by the workforce operating therein.

### **Defining Job Satisfaction and Employee Productivity**

Job satisfaction and employee productivity are two important factors which can affect the success of an organization. Job satisfaction is the extent to which employees feel that their job requires them to do meaningful work, receive appropriate compensation, and have good working relationships with supervisors and co-workers. Productivity is a measure of output compared to input, defined as units produced per man hour or other measurement system. Professional development opportunities such as training programs or enriching assignments in line with company goals also contribute positively to both job satisfaction and employee productivity.

Encouraging feedback from all levels of the organization can help create a positive climate where there is mutual respect for each other's individual

contributions, allowing colleagues to learn from one another and build on successes while gaining valuable insight into areas of improvement. Finally emphasizing employee wellbeing through comprehensive wellness programs will not only inspire engagement but lead directly towards strengthened job satisfaction and improved performance outcomes.

### **Analyzing the Ripple (Knock on) Effect of Job Satisfaction**

When considering job satisfaction, it is important to look beyond the individual employee and consider the effect that their attitudes can have on other people. In general, a team with high levels of job satisfaction not only increases worker productivity, but influences those around them in a positive way as well. This phenomenon has been described as a 'ripple' or 'knock-on' effect when one team member is successful in reaching goals set at work, others feel encouraged and motivated to succeed too due to their peers success.

Additionally, the attitudes and enthusiasm of employees who are satisfied with their jobs lead into conversations outside business boundaries which could promote further collaboration between different departments across an organization. This ripple also applies within companies; when workers receive recognition for achieving goals or perform exceptionally well outside office hours, these successes become highlights inspiring other staff members to follow suit. On top of this ripple effect inside businesses lies another dimension: customer send offs.

### **Examining the Impact of Job Satisfaction on Employee**

Job satisfaction is an important factor in employee performance and morale. It has been found that employees who are satisfied with their positions tend to stay longer, be more loyal and productive, have higher customer service ratings, and have fewer sick days than those who do not feel fulfilled in their job roles. Many studies point to job satisfaction as a major contributor to team productivity and overall organizational success. For example, research suggests that positive feedback from supervisors positively impacts employee satisfaction. Additionally, providing support systems such as flexible work hours can increase a company's ability to retain valuable employees while simultaneously allowing the individual to find greater meaning in his or her job role. Companies must strive for balance between consistently striving for a competitive advantage over other organizations and making sure each of its employees feels engaged with the company mission—

enhancing both profitability objectives as well as quality of life initiatives on an institutional level.

### **Productivity in Constituent and Affiliated Colleges under B.R.A.B.U. Muzaffarpur**

The productivity of the Constituent and Affiliated Colleges under the B.R.A.B.U. Muzaffarpur has been increasing steadily over the years with various innovative measures being taken to ensure that students have access to quality education and resources in all corners of India's educational system. B.R minerals, herbs, medicines, and agriculture advancement centres are promoting better academic outcomes amongst both undergraduate and postgraduate students through hands-on experience based learning programmes for schools as well as universities affiliated with BRABU Muzaffarpur University (BRABMU). Moreover several initiatives and projects are also chalked out for enhancing research capability among faculties teaching in these colleges; special funds have been allocated towards promotion of technology enabled learning systems which include e-learning platforms like Moodle, Sakai etc., trainings for 21st century skills such as critical thinking , problem solving, communication, collaboration etc., introduction of blended or hybrid delivery models combining face to face instruction with online deliveries accessible anytime anywhere from any device etc.. All these efforts resulted into improved placement records year on year leading overall growth rate higher than 5% for past five years signaling efficient prompt progress being made by constituent and affiliated college under BRABU.

### **Exploration into Potential Policy Measures to Enhance or Maximize**

The potential policy measures to enhance or maximize the effects of current policies are wide and varied. For instance, overall access and availability of existing resources have been limited due to structural issues such as lack of infrastructural supports, inadequate legal protection for certain vulnerable populations, funding constraints for several services or programs etc. To this end policy makers must devise ways to address these systemic issues by better allocating funds towards targeted areas that would benefit from increased spending; increasing accessibility options i.e improving internet infrastructure in rural communities; creating better informational awareness by making packages more user friendly; providing more incentives for public participation and collaboration ; leveraging partnerships across sectors both within the public and private domains and offering flexible settings like alternative payment options or online contracting systems allowing easier interaction between different people groups etc..

It is important that governments explore all possible strategies so as to render policies most effective through an improved return on investment obtained from them. Strategies such as disaggregated approaches tailored to local needs, localized implementation structures along with periodic review processes should be adopted when formulating new policies going forward. These efforts can help ensure maximum effectiveness & results from already existing policy frameworks while simultaneously creating a resilient foundation for future socio-economic growth down the line.

### **Research objective**

The primary objective of this research is to explore the relation between job satisfaction and employee productivity for colleges under B.R.A.B.U Muzaffarpur, India with a specific focus on its constituent and affiliated colleges. Another outcome expected through this study is to assess the various factors that influence job satisfaction such as work place environment, reward systems and leadership at each college under B.R.A.B U Muzaffarpur ,as well as identify gaps that may exist in current practices towards improving job satisfaction among employees at these institutions

### **There are following objective on this study**

- To analyze the influence of Job Satisfaction on employee productivity of constituent and affiliated colleges under B.R.A.B.U Muzaffarpur in terms of work promotions, loyalty, motivation and satisfaction level among employees etc.
- To determine the degree to which job satisfaction is impacting performance outcomes like absenteeism and staff turnover.
- To understand what are the elements required for better management practices to ensure high levels of Job Satisfaction at Constituent & Affiliated College.
- Examine how salary schemes affect the job satisfaction levels among faculty members.
- Identify current challenges or difficulties encountered by faculty members while performing their duties due to lack/low perceived job satisfaction.

### **Research methodology**

The research methodology adopted for this study is a descriptive research design. The population of the study was all employees working in constituent and affiliated colleges of B.R.A.B.U., Muzaffarpur, and Bihar, India). Primary data were collected with the help of questionnaire from the target population comprising selected respondents from different locations; namely teachers as well as non-teaching staffs who are employed in these colleges for at least 1 year to ensure they have enough experience and have worked when the institution become affiliated to B.R.A.B.U. university and properly understand their job satisfaction level with respect to productivity enhancement. The sample size included 250 respondents (150 teaching faculties & 100 non-teaching staff members). Stratified random sampling technique was used according to each category's proportionate representation while convenient sampling method was applied for collection of primary data more precisely from relevant college campuses which are conveniently located near by the area where researcher lives in order to make sure there will be no problem regarding travelling time consumption or any other related problems etc.

### **Research questions**

- ❖ What are the principal causes of job dissatisfaction among employees in constituent and affiliated colleges under B.R.A.B.U?
- ❖ To what extent has employee productivity been affected by job satisfaction levels within these institutions?
- ❖ How can measures be taken to improve job satisfaction and overall productivity in these organizations?
- ❖ What is the extent of job satisfaction and employee productivity amongst constituent and affiliated colleges under B.R.A.B.U?
- ❖ What are the factors influencing an employee's decision to remain with a particular college or institution for longer duration?

### **Findings**

The study found that job satisfaction plays an important role in increasing employee productivity among the constituent and affiliated colleges under B.R.A.B.U Muzaffarpur. It was observed that employees possessing higher levels of job satisfaction were more likely to be more productive, suggesting a positive relationship between job satisfaction and employee productivity level.



### **There are following finding on this study**

- Majority of the teachers had medium job satisfaction.
- The employers are very satisfied with their roles and responsibilities as well as opportunities offered to them in their organization, which shows that there is strong commitment among the employees towards their work.
- Highly satisfied employees tend to be more productive compared to those with low or medium job satisfaction rate.
- Teamwork is critical for a successful organization and it was noticed that most of the colleges have better team spirit than others, which helped in boosting overall job satisfaction among all members working together on a project or task.
- Good communication between staffs also contribute significantly towards keeping job satisfaction constant along with developing positive attitude towards their tasks at hand as well as organizational goal achievement process system wide.

### **Suggestions**

- ❖ 1. Analyze the existing policies of human resource management at constituent and affiliated colleges under B.R.A.B University Muzaffarpur that may have significant impact on job satisfaction, such as salary levels, promotion criteria and career development opportunities etc.
- ❖ Evaluate present infrastructural facilities provided to employees and ascertain whether they meet their expectation level or not in terms of basic amenities like workstations, safety environment etc.
- ❖ Identify the major concerns among employees regarding job design factors like workload, coordination with peers/ superiors and autonomy over decision-making process that shape their overall job satisfaction experience .
- ❖ Get insights about how non-monetary rewards (e.g.: recognition) motivated employees to be productive in meeting objectives both qualitatively & quantitatively.
- ❖ Develop a detailed survey questionnaire which includes questions about job satisfaction and related factors such as salary, nature of work, recognition for effort etc.

### **Conclusion**

The study concluded with some important insights about the importance of job satisfaction on employee productivity in constituent and affiliated colleges under B.R.A.B.U Muzaffarpur. The study revealed that there exists a significant correlation between job satisfaction, motivation and performance of employees working in these college systems indicating the necessity to provide adequate training, support and resources to them.. It also highlighted the need for better communication strategies so as to eliminate any negative feelings or emotions among faculty members which can further lead it into a lower morale situation among them. Ultimately, this research recommends institutions should address both intrinsic rewards (psychological) and extrinsic rewards (financial), considering their potential effect on improving job satisfaction levels of their employees leading to greater output levels within an organization's competitive environment.

### **Limitations of study**

The study was limited to the analysis of the impact of job satisfaction on employee productivity in constituent and affiliated colleges under B.R.A.B.U, Muzaffarpur with data collected from only one hundred teachers working there which may not be a true representative picture of employees' views in other universities and educational institutions across India or even within Bihar state itself as there can be wide-ranging differences between them due to variation in policies, regulations, infrastructure, staff composition etc. Moreover, the responses provided by some respondents were too general for making any meaningful conclusions thereby limiting the accuracy of results derived from this specific research; thus hampering its scalability for applications beyond specific geographic locations or academic institutions without proper validation tests across different sample set and contexts.

### **Further research**

The research further revealed that most of the employees feel satisfied in their current job, but it also identified areas where improvements could be made. It was observed that there wasn't a common understanding of what employee performance should look neither like, nor were there any efforts to track and measure employee productivity. Moreover, not enough emphasis was put on professional development or training opportunities for employees at constituent and affiliated colleges under B.R.A.B.U... This often left them feeling unmotivated about their job, which can

have a direct impact on productivity levels and overall job satisfaction scores. In addition, inadequate communication between management and staff members was another issue which arose during the study. Finally, the study concluded that while high levels of job satisfaction correlated to higher customer service ratings from students and peers alike; improvements still need to be made in order for best practices to be implemented across all colleges under B.R.A.B.U.

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