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SIGNIFICANCE OF LEADERSHIP AND MANAGEMENT IN ENHANCING EMPLOYEE SATISFACTION LEVEL: TAKING THE CASE OF INDIAN RETAIL INDUSTRY

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Abstract

The presented study researched about the significance of management and leadership in employee satisfaction level. This research study about the impact of management and leadership on the performance of management and the operation sector of the company. The employee satisfaction level of the employees is directly related to the profit and efficiency of the company operations and management. This study also included the significance of leadership and management practices that should be included in the company. Overall, by researching about the significance it can be concluded that leadership and effective management not only signifies the employee satisfaction or motivation level but also signifies the efficiency and organisational culture of the organisation. Leadership and management are both important to increase the satisfaction level of the employees working in the company. The satisfaction level of employees will directly affect the overall result of the company and will also lead to an increase in the operating efficiency of the company. The operations are being done by the management but the operations are guided by the leader with significant leadership skills. The leader will only summarise the overall performance of the employees and guide all the performances in such a way as to achieve the overall performance of the company.

Keywords: Management Levels, Significance of Leadership, Employee Satisfaction, Employee Motivation.

Introduction

Research Background

Leadership and management are considered as most important pillars for the overall results of the company. A good leader guides the team on such a path which leads to achieving the overall result of the company. Good management works efficiently and effectively to achieve the overall result of the company. Both leadership and management are required for achieving the expected result and objective of the company.

Research Aim

The aim is “to analyze the significance of leadership and management in enhancing

employee satisfaction levels”. A case study based on Reliance Industry.

Research Objectives

- To identify the significance of leadership in enhancing employee satisfaction level
- To determine best practices of management used by the Reliance industry in enhancing employee satisfaction level.
- To examine different ways for enhancing employee stratification level in Reliance Industry.

Research Significance

This research can be used to analyze the impact of leadership and management on

the employees of the company. The impact can be analyzed and assessed to form significant policies and management structures to enhance the work culture which will lead to an increase in the motivation level of employees. Leadership and management play an important role in the mindset of employees which directly reflects on the performance of employees. Further research can also help the company to identify the impact of the employees on the efficiency of the company. The research will also include the overall discussion of the retail industry of India and will try to make an understanding of the dynamics of the industry and the importance of employees in the company to survive in such a competitive environment. Reliance has the biggest share in the retail industry of India and thus would be like a benchmark for the new competitors in the market.

Literature Review

Significance of Leadership

According to Mawere et al. (2022), leadership is one of the most significant features for achieving the results of the company. A true leader always listens to every feedback and tries to come up with a solution which is acceptable to every member of the team. The team members indulge in all activities and try to sustain their work for limited time period, while a leader makes assure that all the work which is being done by the members is in lieu of the mission and objective of the company. If work is not in the lieu of company mission and objectives then it is the duty of a leader to guide the pathway to the members to achieve the results. Every company needs to achieve results efficiently and effectively and this can only be achieved if all the goals and objectives which are to be achieved by the employees are in order with the overall mission and goal of the company. Leadership also plays an important role in the motivation of the employees in the organisation as the work is divided among the employees equally and is rewarded with according to their performance in achieving the objective. A perfect leader always maintains order and decorum in the organisation culture which leads to an enhancement of the organisation culture and ultimately leads to an increase in the satisfaction level of employees.

Reliance is one of the leading companies in India with a significant market

share in the retail industry. It is important for the company to maintain significant leadership within the management of the company. The leadership will help the employees to achieve their overall goals and achieve the overall mission and vision of the company.

Practices of Management

As stated by Cazeri et al. (2018), management is considered as the main and center pillar for the organization. To achieve the overall objective and mission of the organization it is important for the company to guide the overall management and process of management in such a way as to increase the overall result and efficiency of the company. There are certain practices that have to be followed by the company to improve the effectiveness of work systems and work culture in the organization. There are certain practices that can be included for example empowering staff, training staff, formulation of policies to improve the overall quality, and introducing new forms of technology in the business. These practices should be formed in just a way that will result in increased efficiency and effectiveness of the company.

In accordance with Radionic & Milosavljevic (2019), there are three levels of management which can be described as the top level, middle level, and low level. These types are defined as Strategic Level, Operational Level, and Tactical Level. Acknowledgment of strategic level can also be constructed as top and uppermost level in which all the strategies, goals, and objectives are formed for the company. The operational level is the middle level which acts as a communicator between the top level and the low level of management, the basic duty of the operational level is to bifurcate the operations and activities into the lower level of management. It can also be acknowledged as the tactical level of management is in charge of all the tactical activities that are conducted and operated by the lower level to reach and achieve the overall objective and mission of the company. As discussed above that Reliance has the biggest and most significant market share in India the company needs to manage all the management operations at different levels of activities. The company already adopts all the practices that have been discussed above which are empowering staff, training staff, formulation of policies, and many more. These practices which are adopted by the company to increase

the efficiency and effectiveness of the results and operations have to also focus on the satisfaction level of employees.

Employee Satisfaction Level

As opinionated by Kurdi et al. (2020), employees of the company are counted as the significant and key stakeholder of any organization as they hold the power to change the decisions and the results of the company. The key stakeholders of the company can be termed as the stakeholders who hold maximum power and it is required by the company to inform them regularly about the company plans and objectives. It is the basic need and duty of the company to inform key stakeholders regularly and keep them satisfied as they hold great power to manipulate the overall results of the company.

As per Kaiwiana et al. (2018), employee satisfaction is the basic and utmost duty of the company or the organization. Employee satisfaction can be termed as the extent to which an individual is happy with the job and the role he/she plays in the personal and work life. Employee satisfaction is one of the crucial and most important processes which have to be implemented by the company to efficiently and effectively achieve the overall result of the company. The overall mission and goal of the company are broken down into objectives which are distributed and assisted to each and every individual. Therefore, it can be said that employees 'objectives and their performance ultimately affect the overall vision and mission of the company. Employee satisfaction and motivation are directly related to their performance and thus drive the overall result of the company. The satisfaction level of the employee can be measured with their performance if the performance of the employee is decreasing then the employee satisfaction level of the employee will be low, if it is increasing then the satisfaction level is high and the employee is fully motivated towards the work and task were given to them.

Research Methodology

Research Philosophy

Research philosophy can be defined as the approach to understanding or investigating anything (Žukauskas et al., 2018). In other words, it can be described as a system of researcher's thought, from which new and reliable knowledge of the information is obtained.

This research is done with an approach of positivism. Positivism can be defined as a natural philosophy that highlights the importance of social beings.

Research Design

Research design can be defined as the preparation of overall strategy of the research that the researcher can choose to inherit different parts of the study in a coherent and logical way. In other words, it can be said that research design refers to the method of creating a strategy to carry out research of by a succinct plan and logical plan (Sileyew, 2019). The study has used exploratory type of research design. This research technique is a process of previously unknown problems in order to fetch a better view and description of the research topic (Tobi & Kampen, 2018).

Research Approach

Research approaches are described as the plans and procedures for research. The term defines the steps from assumptions to detailed methods like data collection, analysis, and interpretation of data.

The inductive approach is being used in this research study. This method includes grasping, analyzing, and monitoring the data.

Data Collection Method

Data collection can be described as the collection and processing of the data, the data is then further measured on the variables. In other words, the process of collecting the data and analyzing it with lieu of variables can be termed as data collection of the research.

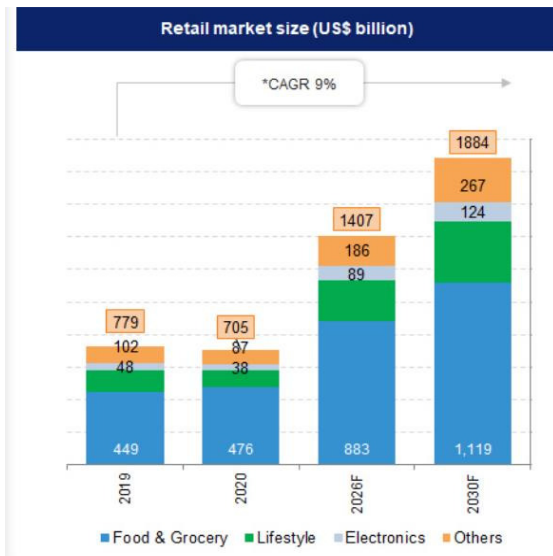
In this research secondary data is being used for the collection of data that has been previously gathered and assessed by the researchers.

Data Analysis

The process of reviewing and evaluating the data which has been collected from different sources (Fagerland et al., 2018). Data collection and analyzing them using charts, graphs, and tables are some of the methods of analyzing the data.

Analysis and Discussion

Based on the above data and study it can be analyzed that management and leadership skills in the company plays a significant role in achieving the overall objective of the company. The Indian retail sector is highly dynamic and highly risky in nature due to low barriers for new entrants in the market.



Regular training of employees would increase their skills as well as motivation level of the employees. The motivation level would lead to an increase of satisfaction level since the skills of the employees are enhancing and cultivating.

Increase in employee benefit plan can lead to increase in the sense of belongingness towards the company. The employee benefit can be matured after a particular time period which binds the employees in a contract to work for the company for a longer time thus increasing the retention rate of employees.

Launching employee stock options would increase the sense of belongingness towards the company and thus will motivate them to perform more leading to an increase in the total results of the company.

Conclusion

Based on the above facts and figures it can be concluded that Employee satisfaction level plays an important role in achieving the overall results for the company. The Indian retail industries are considered dynamic and fast-paced industries due to the new entrants. With dynamic in nature, it is important for the company to follow the process of retention of employees. The process is further considered as strategic actions taken by the company to keep employees motivated and focused, so the employees would elect to remain employed and fully productive in the further future. The productivity and their commitment will help the company to adapt to the dynamic changes which are going on in the market.

Indian retail industry is a very dynamic and fast-growing industry in the overall market, as discussed above the need for

employees for the long term can be justified by the dynamic situations in the industry. There are many methods that can be used to increase the retention rate of employees in an organization. The methods have different impacts on the motivation level and on the overall result of the company.

The management and leadership play a significant role in increasing employee satisfaction and motivation level in the retail industry. Retail in India is facing a boom period and because of this the need for employees would be and the company has to find a way to retain the employees based on the recommendations above discussed.

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