iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 8 **Issue:** VI **Month of publication:** June 2020

DOI: http://doi.org/10.22214/ijraset.2020.6004

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 8 Issue VI June 2020- Available at www.ijraset.com

Strategies of Motivation in Private Universities in Respect of Employee Retention with angle of Media

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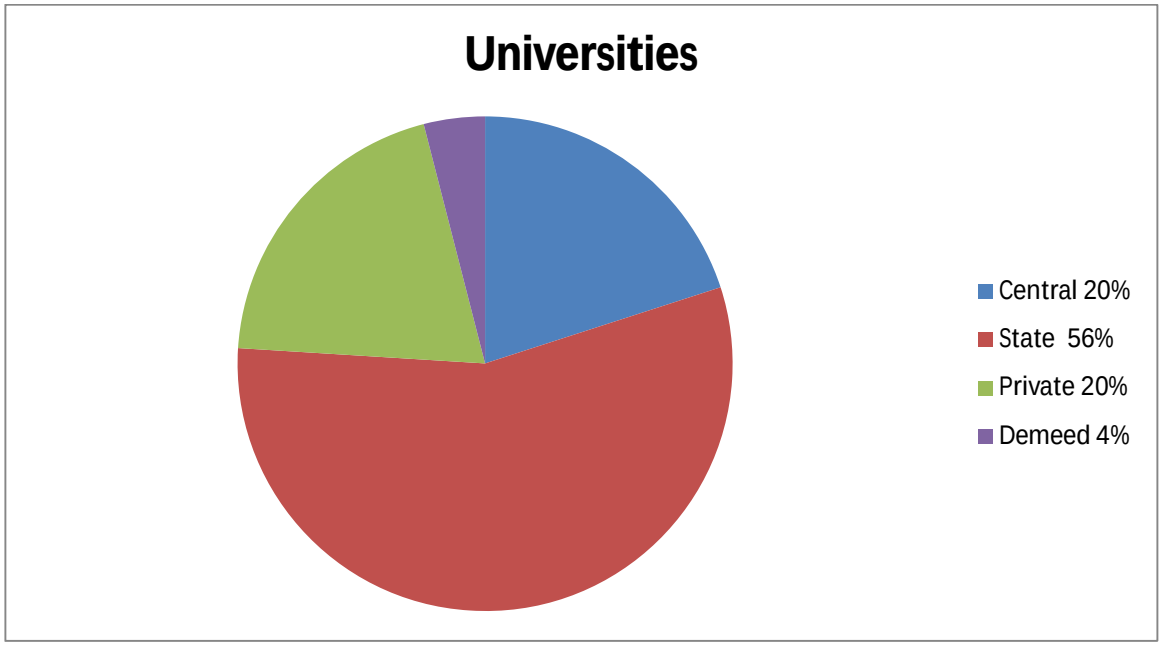
Abstract: ***The purpose of the present research is to explain Retention causes and remedial measures by Motivational Strategies in Private University of Studies in Respect of Employees. The researcher will identify its influences to predict Motivational Strategies in Private University of Studies in Respect of Employees. Hence the purpose of this research is illuminating the concept of Motivational Strategies in Private University of Studies in Respect of Employees.***
This study will cover title of the study, significance of the study, aims and objectives of the study, research hypothesis and research design. This research has designed based upon descriptive study (by asking close ended question with 325 odd employee and students living in campus) as it aims to identify and elaborate the Motivational Strategies in Private University of Studies In Respect Of checking Employees retention.
Keywords: Purpose, Respect, Strategies, Studies Motivational,

I. INTRODUCTION

Privatization is new world in Indian higher education. Since freedom higher education remains state monopoly. Now we are having almost 900 universities and more than 40,000 post graduate institutions. Despite being so large network of higher education infrastructure our more than half a million students go abroad for higher education. Only 50,000 students came here for higher education. So I along my co-researchers try to find answer for this issue. Doing so we selected a private university to conduct our research

II. REVIEW OF LITERATURE

There are very few Private Univerties in Bihar as under Pie chart depicted



In comparison of other Indian States Bihar is lacking in terms of private universities. You can observe by pie chart that state and private universities share equal portion of higher education. That is reason most of Bihar students go other part of India to take higher education

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A. Objectives Of Study

1) To study the Private University teaching and non teaching Employee retention
2) To study the Specifics, possibilities and tools of motivating Private University Employees.

B. Motivation Strategy Of Private University

1) Free transport facility
2) Regular increment policy
3) Free accommodation
4) By providing quality food
5) 24*7 Security
6) Separated boys and girls hostel
7) Executive Class accommodation to Faculty
8) 24*7 Solar light in campus is good attraction
9) Regular and timely despersement of salary
10) Ideal environment for Research should be created

III. METHODOLOGY

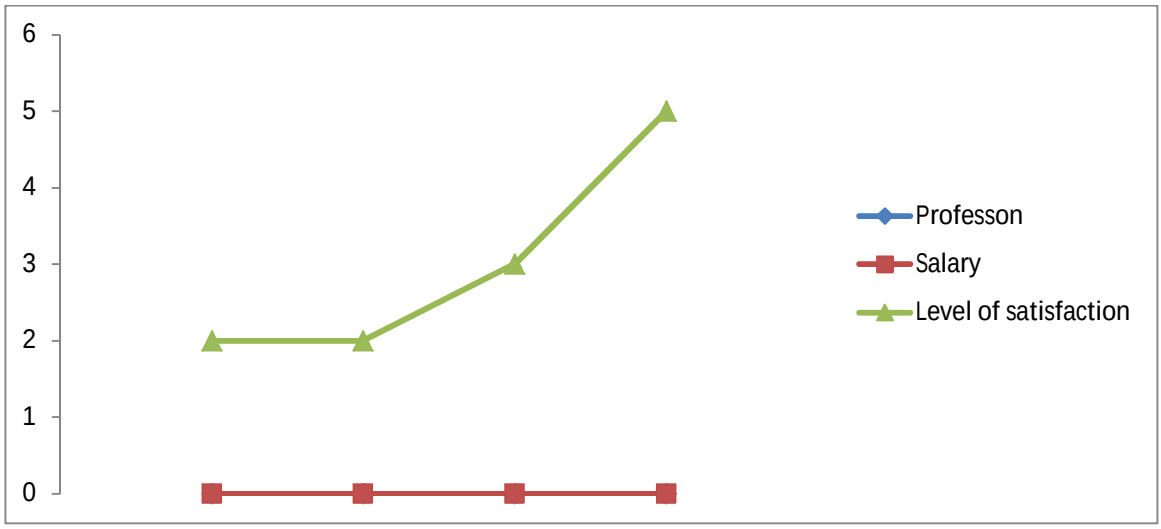
Research methodology means justification of used research methods and why other method is not used. Wise decision and statically proving or is proving hypothesis and choosing right data and right methods.

1) *H0:* There is Relationship between Academic Performance and Motivation in Private University Employees.
2) *H1:* There is no Relationship between Academic Performance and Motivation in Private University Employees
3) *Justification:* After asking questions and seeing the modification in behavior of teaching and non teaching staff after using motivational and academic input. It is evident that null hypothesis (There is Relationship between Academic Performance and Motivation in Private University Employees) is proved

Table Of Employee Attribute

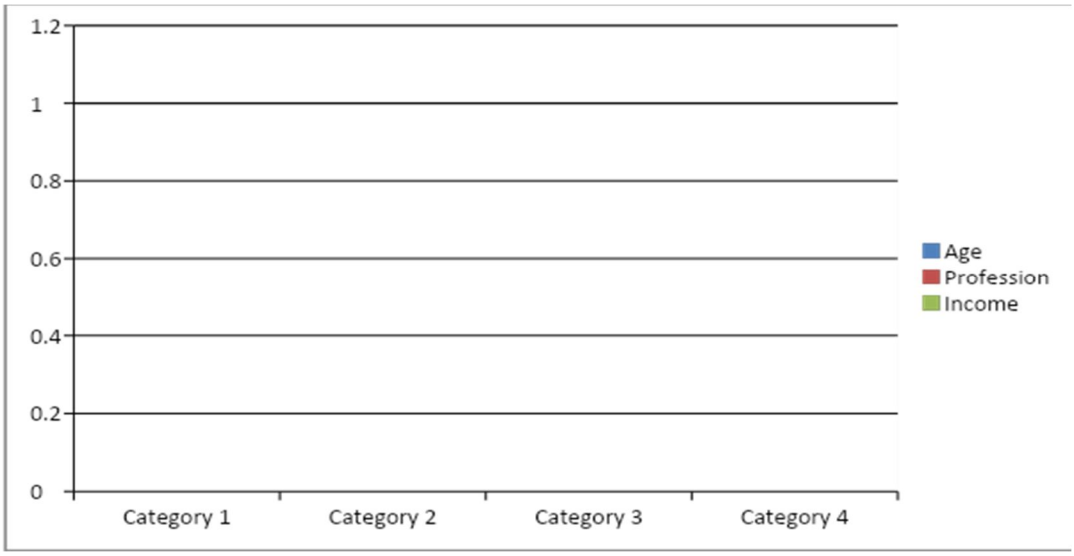
Age	Profession	Income(salary)	Level of satisfaction
18- 24	Admin	12000 – 20,000	Excellent
25 -30	Admission Executive	15,000-25,000	Good
30 -40	Assistant Professor	25,000 -30,000	Satisfied
40-50	Associate Professor	30,000-65,000	OK
50 -65	Professor	50,000- 85,000	Low satisfaction

Graphical Presentation

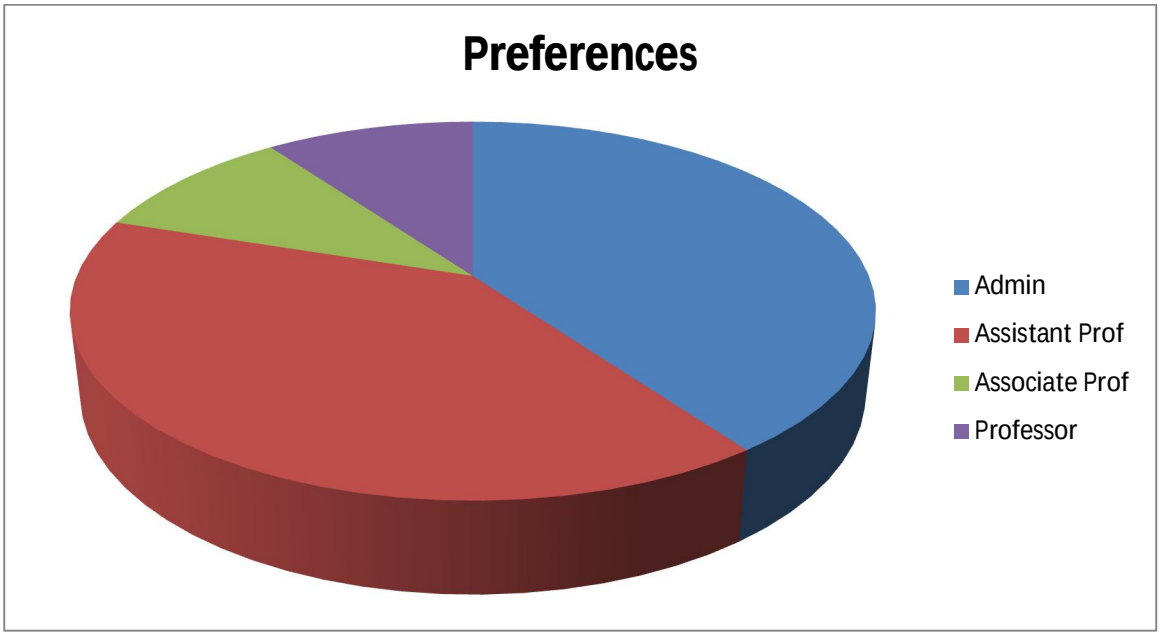


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IV. DATA ANALYSIS



Preferences by faculties to live and work inside campus is shown by Pie chart



V. CONCLUSION

This study will cover title of the study, significance of the study, aims and objectives of the study, research hypothesis and research design. This research has designed based upon descriptive study as it aims to identify and elaborate the Motivational Strategies in Private University of studies In respect Of employee retention. .

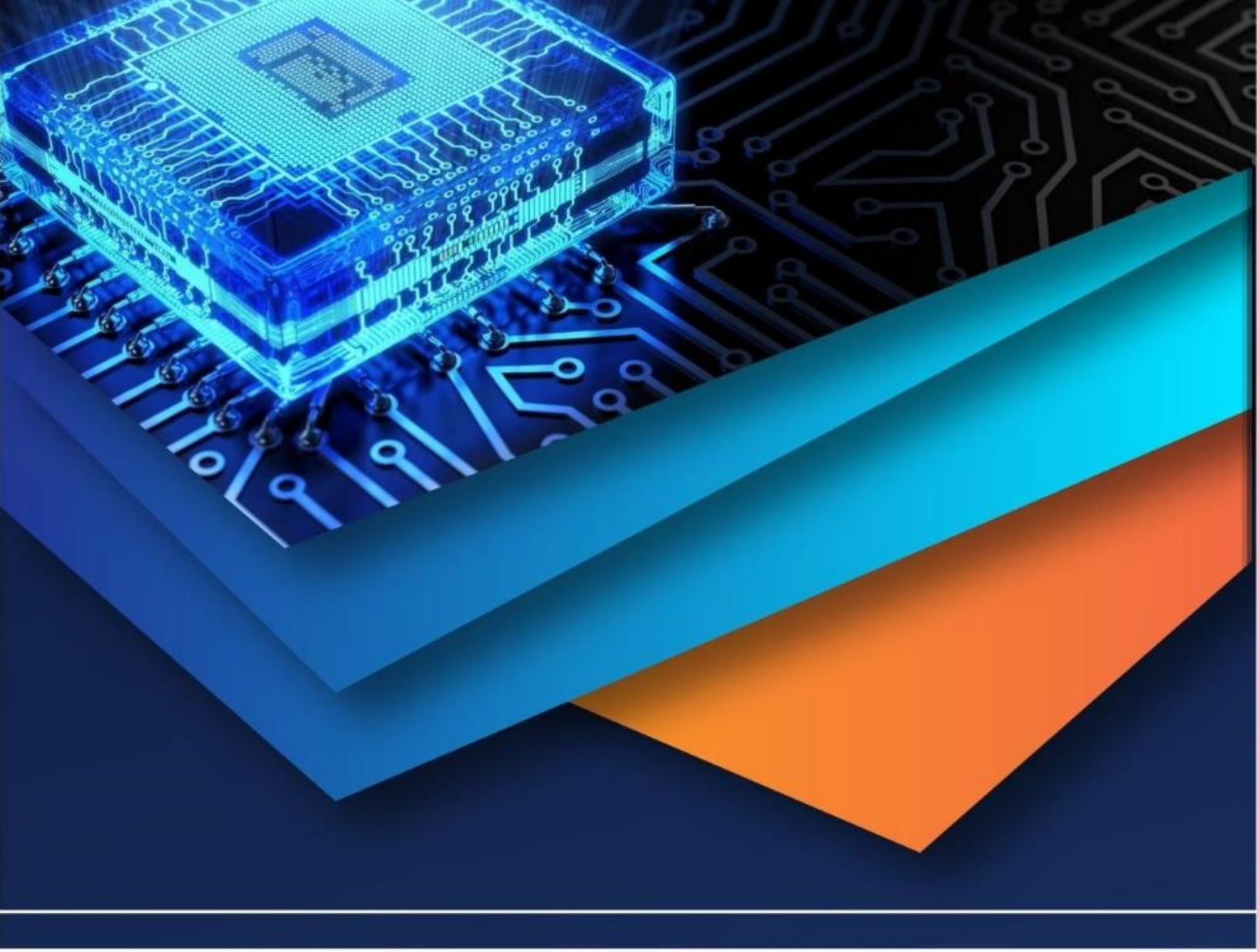
This is observed that employee of low wages youngster are happy and satisfied but employee of higher educated and mature are little bit dissatisfied and gender ratio is skewed. Wide gaps is found between salary of male and female employee and regionalism is seen between local verses others. Retention ratio is high due to discriminatory policies of HR like long probation period create confusion in minds of employees feeling their integrity often seen as doubt. Most elite category of employee like Associate Professors and Professor are little less satisfied with present motivation strategies and remuneration what is provided by university since University come into existence. There is need to decentralized administratation and empowered employee for better academic output. No university could became world Class University without good academic and healthy research Environment.

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