MEASUREMENT OF EMPLOYEE MORALE IN SEYADU SPINNING MILLS AT TIRUNELVELI

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ABSTRACT
Morale is the prime factor which describes emotions, attitude and satisfaction of the employees at work place towards work which plays a significant role in the employee productivity. The foremost strategy for increasing the productivity is to increase the employee morale. Positive morale indicates that the employees are happy with the company and with their work. This study aims to measure the employee’s morale at work place in Seyadu spinning mill at Tirunelveli town. The scope of the study shall describe the morale of the employees and the suggestions shall favorably help to improve the productivity.

KEYWORDS: Attitude, Emotions, Employees morale, Productivity and Satisfaction.