

**FACTORS INFLUENCING EMPLOYEE MOTIVATION:  
A CASE STUDY IN CERAMIC TILE MANUFACTURING  
INDUSTRY IN SRI LANKA.**



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Supervised By  
Prof. Chandana Perera

This Dissertation was submitted to the Department of Civil Engineering of the University of Moratuwa in partial fulfilment of the requirement for the Degree of Master of Business Administration in Project management

Department of Civil Engineering

University of Moratuwa

February 2012

## Declaration

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Prof. Chandana Perera

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## ABSTRACT

*This research aims at providing employees and management members with the information that can be beneficial both personally and professionally. Every business enterprise has multiple objectives including of adequate profit for payment of a reasonable rate of return to the owners and for investment in business through satisfaction of customers, maintenance of a contented work force and creation of a public image. The basic job of management of any business is the effective utilization of available human resource, technological, financial and physical resource for their achievement of the business objectives.*

*This research entitled as “Employee motivation” was done to find out the factors which will motivate the employees in tile manufacturing industry in Sri Lanka. The study undertakes various efforts to analyse all of them in great detail. The researcher in this research at the outset gives the clear idea of the entire department existing in the industry. From, the research the researcher was able to find out some of the important factors which motivate the employees. Factors like pay & benefits, interpersonal relationship, job security are very much affect the level of employee motivation. It is also clear from the study that the company is so eager in motivating their employees and their present effort fir it so far effective.*

*The human resource can play an important role in the realization of the objectives. Employees work in the organization for the satisfaction of their needs. If the human resources are not properly motivated, the management will not be able to accomplish the desire results. Therefore, the human resources should be managed with utmost care to inspire, encourage and impel them to contribute their maximum for the achievement of the business objectives.*

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## LIST OF ABBREVIATIONS

SFP	-	Single factor productivity
LP	-	Labour productivity
MFP	-	Multifactor productivity
TFP	-	Total factor productivity
SQ.M.	-	Square meter
UAE	-	United Arab Emirates
ERG	-	Existence, relatedness and growth
FAE	-	factors-attitudes-effects
FIE	-	foreign invested enterprises
US	-	United States
SPSS	-	Statistical Package for Social Sciences
R	-	Pearson correlation coefficient
ATI	-	Advanced Technical Institute
NCT	-	National Certificate in Technology

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