Thick Data Analytics: A Detailed Analysis of Employee Job Satisfaction

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Abstract

The goal of this study was to investigate the association between employee well-being and productivity in the private sector of downtown Visakhapatnam. To take part in this study, a total of 180 individuals from Visakhapatnam private sector workplaces were recruited. There was a total of 60 persons in attendance, representing three different industries: healthcare, banking, and higher education. The participants were chosen at random from a group of 60 persons. The Performance Evaluation Version (PRF) and the Minnesota Satisfaction Questionnaire Short Form (MSQ-short form), both developed by Weiss et al., were used by the researchers in this study (1967). We began by analyzing the reliability statistics of the instruments to ascertain whether or not the scales made a difference in the results. According to the findings of the study, the type of job that people do has an impact on their degree of satisfaction at work. Employees that are happy in their jobs are also more productive in the workplace. Employees who were satisfied with their jobs outperformed those who were dissatisfied, according to the findings of the research. This had a huge influence on both of their businesses as well. When it comes to getting the most out of their employers, employees in Peshawar must be motivated and delighted in a variety of ways to be successful. This is the case because the economics and politics of Visakhapatnam are not always straightforward.

Keywords: Thick data, Data analytics, Employees, Jobs, Questionnaire

1. Introduction

The four elements that make up an organization are people [1], materials, money, and machinery [2]. The importance of males in any organization cannot be overstated. In the long term [3], according to L.F. Wick, "business homes [4] are formed or destroyed by people, not by markets, money, patents, or equipment.

The fact that human resources are living entities distinguishes them from non-human resources in a variety of ways, not the least of which is that they are more expensive to produce. In the subject of human resources, people have a wide range of personalities [4]. In the current world, human resources are becoming more educated, competent, and conscious of their wants and rights as a result of technological advancements.

These characteristics make it difficult for managers to make effective and efficient use of human resources consistently. In today's competitive and demanding business environment, managers have a difficult time attracting and retaining highly qualified and competent staff. As far as we can tell, the "rule of thumb" has served its purpose. The new way of looking at

things sets the appropriate people in the appropriate positions. A "competitive advantage," also known as a "competitive advantage [6][7][8] or core competency," allows organizations to survive and thrive in a highly competitive business environment. In the corporate world, it was this motto that sparked the notion of Human Resource Management (HRM).

When referring to humans, the word "human resources" is frequently used [9]. Human Resource Management (HRM) is a management function that assists managers in the recruitment, selection, training, and development of a company's personnel. Without a doubt, human resource management is concerned with the people who work in an organization. Human resource management, as the name implies, is concerned with the people who work for a firm. Human resource management may be beneficial to both businesses and employees.

A person in charge of personal management is responsible for ensuring [10] that people have access to the resources they require and are compensated for the work they perform. They must also ensure that people collaborate while remaining independent from one another.

The human side of management is defined as "a sequence of integrated decisions that come from work interactions, the quality of which assists both organizations and people in achieving their objectives." Given that every business is comprised of individuals [11-12], things such as obtaining their services, growing their talents, encouraging them to be more content with their positions, and ensuring that they remain with the firm are all critical to the success of the organization.

2. Methodology of the study

This is the industry that develops and distributes computer software for use by individuals and businesses. Activision Blizzard, IBM, Microsoft, Oracle, Symantec, Symbiosys, Nintendo (Japan), The Sage Group (UK), and SAP are just a few of the large corporations that produce a lot of money. Activision Blizzard is the largest company in the world (Germany).

It is estimated that the worldwide computer software sector generates more than $300 billion in revenue each year (International Data Corporation). The majority of computer software is produced in Asia and the Pacific. Because of the high cost of US programmers, several software businesses in the United States outsource some of their production work to other nations.

The computer software sector in the United States employs around 8,000 people and generates approximately $150 billion in revenue each year. People's need for more is fuelled mostly by the selling of computers and the introduction of new technologies. The software and information technology services provided by the United States of America are among the best in the world. Businesses that specialize in client programming, hosted software, or software duplication and resale are not included in the industry since they are not considered to be part of its, history.

- Size of the industry

- Mergers and acquisitions

- Business models within the software industry

3. Literature survey

3.1. Software industry

IT services and business [13] process outsourcing, both of which are forms of IT services, are separated into two categories: IT services and Business Process Outsourcing (BPO). The contribution of industry to GDP increased from 1.2 percent in 1998 to 7.5 percent in 2012. Bangalore, Chennai, Hyderabad, Trivandrum, Delhi, Mumbai, and Kolkata are the cities that account for more than 90 percent of the sector's exports, according to the International Trade Administration. Those are the places where the vast majority of the commodities are sold. Exports, which account for around 77 percent [14] of total sales, are the company's most important source of revenue. On the other hand, there is a substantial and constantly expanding market in the area. From less than 4 percent in 1998 to over 25 percent in 2012, Exports of products and services have increased significantly. The industry has played a significant role in this expansion.

Hardware and software products are among the five major components of the information technology industry, which also includes Information Technology Services (ITS), engineering and R&D services, ITES/BPO (information technology-enabled services/business process outsourcing), and Information Technology Services (ITS). If you look at how much money the firm generates from its goods and services, Information Technology (IT) accounts for 59 percent [15] of the total, followed by Business Process Outsourcing (BPO) and engineering services (20 percent), and finally software products (11). (ten percent of the total). (nineteen percent) Shortly, it is projected that multi-year annuity-based outsourcing contracts will become increasingly prevalent. Almost all information technology firms continue to produce a significant amount of money from Application Development and Maintenance (ADM). Software companies are rapidly rising the software value chain as greater competition, cheaper billing rates, and commoditization [16][17][18] of lower-end ADM services result in a reduction [19] in the cost of doing business. High-value-added services provided by the industry include consulting, product development and research & development, social media, mobile, analytics; cloud computing [20], and turnkey solutions that are provided end-to-end.

3.1.1. Company profile

Symbiosys Technologies was created in 2001 in the Visakhapatnam Special Economic Zone. The firm exclusively concentrates on exports, and it was formed there (VSEZ). Symbiosys is a corporation that provides high-quality services and solutions all around the world. People that work for Symbiosys Technologies live, but they also operate enterprises in the United States. The company's mission is to come up with new, cost-effective technological solutions that make employees happier and more secure. Symbiosys Technologies has always worked hard to make its clients happy by offering the best offshore development services on a wide range of platforms. They do an excellent job of serving their clients' demands on a priority basis because they are result-driven issue solvers.

3.2. Mission

Provide high-quality, low-risk solutions to customers' difficult challenges, allowing them to focus on their primary business operations.

Develop innovative business solutions to satisfy unique customer objectives by utilizing onshore (for testing), offsite, and offshore project execution processes.

Ensure that customers are satisfied by providing high-quality, noteworthy items.
Maintain strict product delivery deadlines.
Support and maintain your software.

3.3. Engineering services

Symbiosys Technologies delivers multidisciplinary engineering services and solutions to clients in a wide variety of sectors. This helps them increase their engineering efficiency. They have been working with customers from all around the world on their projects since 2001, and they have become a trusted supplier for their IT needs. They provide the greatest quality assurance, a process-oriented approach, a tried-and-true method, and an ability to establish engineering teams.

3.4. E-Publishing services

They provide a wide range of e-publishing services, including the conversion of content from practically any media to digital. Their e-Publishing team can offer a wide range of services and solutions to organizations in the print, digital, and media sectors because of the primary wing of e-Publishing, which is a component of the firm. They are ready to satisfy client expectations for quality, turnaround time, pricing, and support by combining cutting-edge technology with seasoned professionals and trained people who know how to utilize it. Businesses may save a lot of money, get a higher return on investment, be more productive, and better satisfy the demands of their consumers with bespoke e-Publishing Solutions as shown in [Figure 1].

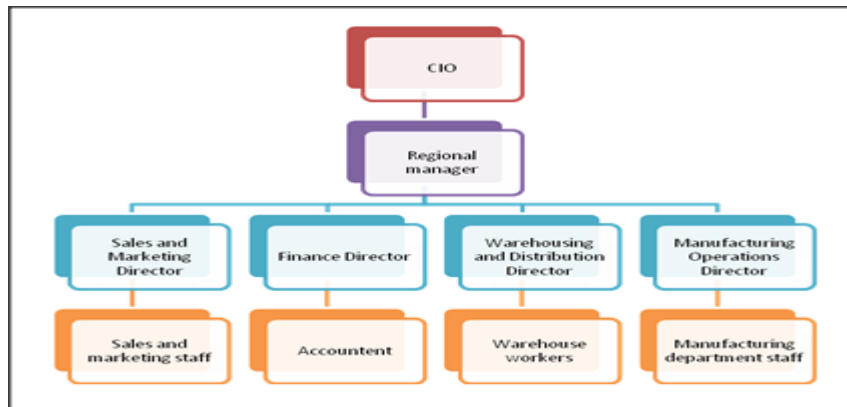### 3.5. Information technology

Figure 1. Showing the organizational structure of the company

[Figure 1] is showing the organizational structure of the symbiosis company in vsez. Symbiosis Company was established in the year 2001. Its sole purpose is to deliver professional information technology services of the greatest quality, and it was created with this objective in mind. A person who studies information technology is someone interested in the operation of computers. They research the design, construction, implementation, operation, and maintenance of computer-based information systems. People who work for the firm are responsible for developing software. Both on-site and off-site amenities are available

to them. Offshore services are given by employees of the firm, whereas onshore services are provided by employees of the company who are located in other countries and work for them. When Symbiosys first started, it was a department dedicated to information technology. In the following years, it expanded its operations into the business process outsourcing and information technology industries.

4. Data analysis and interpretation

4.1. Management makes all measures to improve efficiency?

Table 1. Measures to improve efficiency

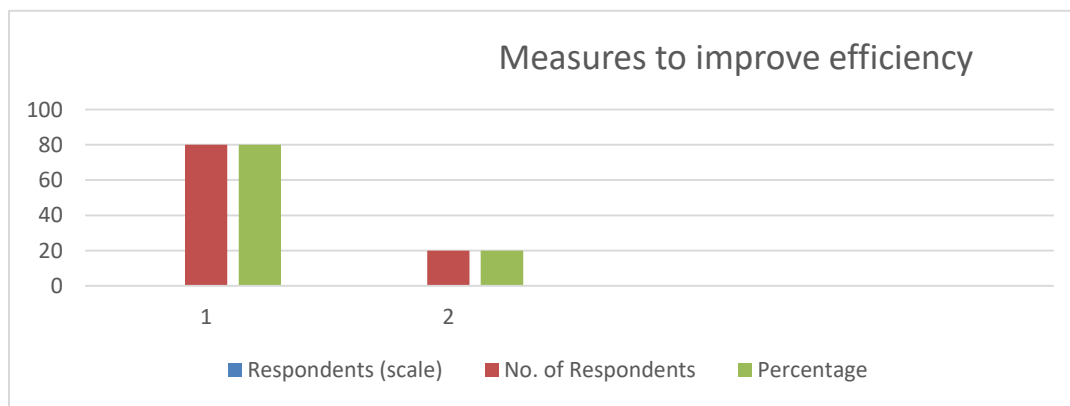| S. No	Respondents (scale)	No. of Respondents	Percentage
1	Yes	80	80
2	No	20	20
	Total	100	100

Figure 2. Showing the measures to improve efficiency

The performance of people who are content with their jobs is often higher than that of people who are dissatisfied with their jobs. According to a recent study, employees who are excited about their jobs beat their counterparts who are unenthusiastic and prepared to forgo job quality to achieve their goals. According to Fatehi and colleagues, there is a positive relationship between job quality and employee satisfaction. It became clearer to them what they should be doing when they were delighted with what they had learned. Researchers at Visakhapatnam and colleagues discovered that an individual's ability to do a broad variety of activities or to possess task-specific knowledge is connected with better levels of work satisfaction. As a consequence of this research, it was shown that satisfied employees are more productive and effective when it comes to utilizing their resources. As a result, it was consistent with, those who discovered that productivity and enjoyment were interwoven in their research.

Table 2. Showing the respondents' percentage

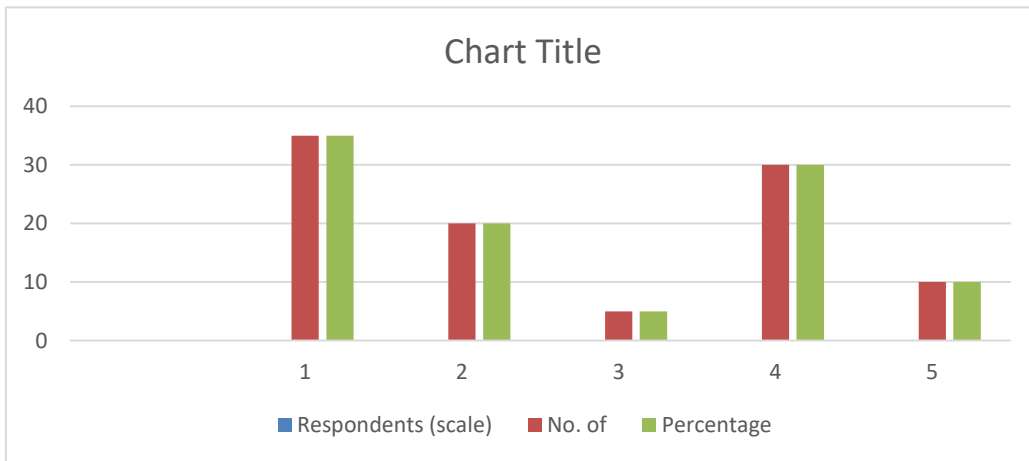| S.No.	Respondents (scale)	No. of Respondents	Percentage
1	Money/ Compensation/ Benefits	35	35
2	Job Security	20	20
3	Good Management	5	5
4	Recognition	30	30
5	Good communication	10	10
	Total	50	100

Figure 3. Showing the Respondentias in terms of the percentage

Self-motivated and inventive employees who expressed satisfaction with their jobs were found to be capable of dealing with difficult situations and completing duties in a variety of ways. In their research, Camelia and Marius discovered a relationship between job happiness and an employee's ability to recognize and respond to stressful events.

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Table 3. Showing the Employee staying in the company

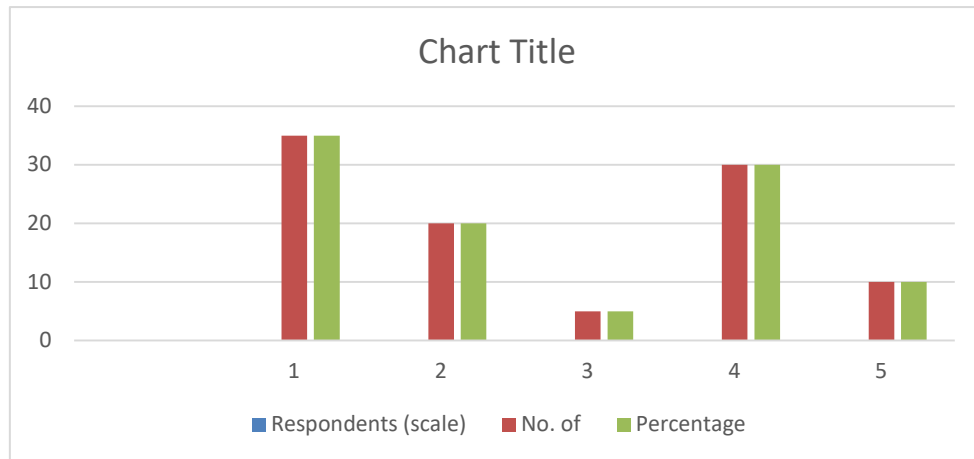| S.No.	Respondents (scale)	No. of Respondents	Percentage
1	Money/ Compensation/ Benefits	35	35
2	Job Security	20	20
3	Good Management	5	5
4	Recognition	30	30
5	Good communication	10	10
	Total	50	100

Figure 4. Showing the Percentages of Employee staying in the company

Employees that are satisfied with their jobs are more likely to come up with innovative ideas, projects, and methods to help the company accomplish its objectives. It is to be believed, employees who don't think beyond the box are less productive than their counterparts. Regarding the PEF (Performance Evaluation Form), the mean difference between the two groups by level of work satisfaction revealed that happy employees outperformed and outperformed dissatisfied employees on all components of the evaluation. Our findings showed that performance reduces when job satisfaction improves and increases when work satisfaction declines, as a result of this experimentation.

5. Findings

The Job Satisfaction used in the company is a 360-degree method and it is utilized as a tool in decision-making during the promotion of the employees.

Symbiosis by using a 360-degree method of Job Satisfaction offers a more comprehensive view of the Job Satisfaction of employees.

It has been found that 55percentage of the respondents are aware of the concept of a Job Satisfaction System in the Company.

Among the respondent's majority of them (90 percent) agree that the Job Satisfaction system in their company is satisfactory.

It is observed that (85 percent) of the respondents were informed about the Job Satisfaction System during induction.

It is observed that (90 percent) of the respondents say that Job Satisfaction matches their expectation every time, (5 percent) of the respondents receive rarely, (and 5 percent) of the respondents never reaches the target.

This Job Satisfaction system increases the responsibilities of employees to their customers and also the colleague's feedback will help to strengthen self-development.

This 360-degree Job Satisfaction helps the employees to develop their skills and abilities and can improve their service to the customers.

If the employee is not up to the mark, then the company provides training to the employee wherein he/she could be able to achieve the organizational goals.

The majority of the employees of symbiosis feel that this method of Job Satisfaction is complicated.

6. Future work

Few employees in the organization are not aware of the job satisfaction system in the organization and they are not informed regarding the same at the time of induction also. The organization takes necessary steps to inform the same.

Many of the respondents feel that job satisfaction is complicated in this company so the organization explains the effectiveness of the present Job Satisfaction system by conducting training sessions or meetings.

Further, some of the employees feel that proper assessment was not done in the Job Satisfaction system when compared to the work they had contributed to the organization. The organization may consider this factor seriously and have to increase transparency while conducting job satisfaction. By doing this they can achieve the target set by the organization.

The management creates a present environment while discussing the Job Satisfaction of the employee after the process, this can remove the fear from the employee.

Some of the employees feel that the organization's goals are achieved to some extent only by using this current Job Satisfaction method hence the organization focus on this to achieve the goals.

6.1. Implications

The findings of the study may be useful to the human resources department in developing methods for increasing workplace happiness and efficiency in the future. To better understand the link between employee job happiness and performance, companies and administrators might utilize the MSQ and the PEF questionnaires. They may come up with new organizational choices and policies that consider both internal difficulties and external

opportunities. Employee satisfaction and performance will be evaluated, but bosses and employers will also have a better understanding of how their employees are being utilized.

7. Conclusion

Specifically, the goal of this study was to investigate the link between work satisfaction and performance. In the past, bad human resource management has been a contributing factor to employee dissatisfaction at work. As a result, both the overall success of the company as well as the performance of its employees are negatively influenced. Those in charge of hiring and managing employees who want their employees to perform well and work efficiently must first figure out how to make them happy at their jobs. Although employee satisfaction is becoming an increasingly important consideration in today's competitive business climate, few studies have been undertaken. One of the primary goals of this study project is to evaluate the link between employee work satisfaction and firm performance.

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