

# A Study on Organizational Behaviour With Reference To Fourrts India Laboratories Private Limit

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**Abstract-** Empirically tests the relationship between employee perceptions of human resource practices and their propensity to adopt sustainable behavior (SB) to support organizational change for sustainability. Informed by the literature on corporate greening and organizational behaviour, we developed a structural equation model that links frontline employee perceptions of internal sustainability orientation, supervisory support, training and reward systems to their propensity to adopt in-role and extra-role SB. Furthermore, we investigated the mediating role of “affective commitment to change” with regard to the relationships between human resource practices and SB. Our results show that when sustainability is valued and promoted by the organization and line managers, employees are more likely to internalize and make sense of sustainability, which is subsequently reflected in a higher commitment to adopt SB. Although we also expected that training and rewards would strengthen commitment and willingness to adopt in-role and extra-role SB, rewards appeared to have no effect, and training affected willingness to adopt in-role sustainable behaviour only when mediated by affective commitment. These results provide scholars of corporate sustainability and managers with evidence-based insights on how to design HR practices and strategies to enhance employees' commitment and behaviour supporting organizational change for sustainability.

## I. INTRODUCTION

Organizational Behaviour is the study of how individuals and groups interact within an organization and how these interactions affect an organization's performance toward its goals. The field examines the impact of various factors on behaviour within an organization. Organizational behaviour is the study of employee behaviour and productivity within an organization. It is an important tool in running large organizations that helps to ensure efficiency and healthy productivity. There are three goals of organizational behaviour. First, to describe and analyse how individuals react under different workplace conditions. Second, to understand why individuals behave how they do. Third, to influence the behaviour of individuals in the workplace to meet the goals of the business. Organizational behaviour

models play a vital role in ensuring a company's performance. In this article, we will look at the four main organizational behaviour models and how they affect an organization's performance.

## Understanding Organizational Behaviour Models

Organizational behaviour is a fascinating field that seeks to understand how individuals, groups, and organizations interact within the workplace to achieve common goals. It is a complex and dynamic field that requires a deep understanding of human behaviour, psychology, and sociology. Organizational behaviour models are based on theories and concepts that seek to explain how people behave in the workplace.

## The Importance of Organizational Behaviour in Performance

The importance of organizational behaviour in determining an organization's performance cannot be overstated. Organizational behaviour affects how employees interact with each other, how they carry out their duties, and how they handle challenges. It is a critical factor in determining an organization's success or failure. By understanding organizational behaviour models, organizations can identify the best practices to improve performance and achieve their goals.

Essentially, organizational behaviour models help organizations identify the factors that contribute to high performance. These models provide a framework for understanding how different components of an organization interact with each other and how they can be optimized to achieve better results.

## II. INDUSTRY PROFILE

Fourrts was founded in 1977 with a strong commitment to society to deliver quality health care. Fourrts with its impressive standing in the Pharma Industry for over 40 years is committed to excellence in health care. Fourrts is

an Ethical, Transparent, Spirited, and Vibrant organization with a progressive outlook.

Fourrts Gastro division is ranked 2<sup>nd</sup> in the Gastro intestinal therapy Covered market and 29<sup>th</sup> overall in IPM in G.I. therapy market. Fourrts Gastro division's Flagship brands Sucrafil & Sucrafil O ranked no. 1 in Sucralfate Therapy in India & across the world.

Fourrts Gastro division was formed in 2013. It was carved out from Premiere division the oldest division of Fourrts.

Launched in 4 Southern states with a field force of 100 Professional Service Representative Gastro division was later was expanded to all India in 2014.

Fourrts Gastro division is ranked 2<sup>nd</sup> in the Gastro Intestinal therapy Covered market and 29<sup>th</sup> overall in IPM in G.I. therapy market. Fourrts Gastro division's Flagship brands Sucrafil & Sucrafil O ranked no. 1 in Sucralfate Therapy in India & across the world.

### **Purpose of the Division**

According to WHO more than 470 million or 39% of Indians suffer from gastrointestinal problems varying from heartburn to constipation and diarrhea. The purpose of Fourrts gastro division is to bridge the therapy gaps in the management of Gastro-intestinal disorders by offering innovative path breaking brands.

### **Vision of the division**

The vision of Fourrts gastro division is to become a leader in Gastro-intestinal therapy in India and the world by offering health care solutions for all gastrointestinal problems benefitting people across all age groups from Children to elderly covering every section of the society by offering innovative, quality products at affordable cost.

### **NUTRACEUTICALS**

- Fourrts is the pioneer and leader in nutraceuticals. Fourrts offers wide range of nutraceuticals in various therapy areas
- Fourrts B tablet is a pride of Fourrts contain immune boosting ingredients like Zinc, Selenium & Glutathione forming factors Acetylcystine, Glycine & Glutamic acid

### **III. COMPANY PROFILE**

Good health is the primary goal of any individual, society or the nation as a whole. Fourrts was founded in 1977 with a strong commitment to society to deliver quality health care. Fourrts with its impressive standing in the Pharma Industry for over 40 years is committed to excellence in health care. Fourrts is an Ethical, Transparent, Spirited, and Vibrant organization with a progressive outlook.

The dedicated approach of Fourrts has made available a range of innovative, value added, evidence-based products for ailing patients.

Fourrts products have found immediate acceptance by practicing doctors both in India and Overseas. At present Fourrts products are available all over India and in over 50 countries around the world. Today Fourrts is rated as one of the fastest growing pharmaceutical companies in India.

Fourrts is backed by a dedicated and well-trained professional team of over 2500 professionals.

Fourrts India Labour has stood the test of time for more than 40 years in the pharmaceutical industry. We at Fourrts have always endeavoured to deliver quality products to benefit the end users – the patients. We have always believed in an ethical and straight forward approach in all business dealings.

These values have enabled us to establish a strong and enduring relationship with our customers in India and Overseas. We are always in the process of collaborating with forward looking organisations in order to strengthen our product offering.

Every Fourrts is a thorough professional dedicated to excellence. The name Fourrts will always stand for highest levels of quality, integrity and business ethics. Our pursuit for excellence shall continue forever.

### **VISION**

- To be an international pharmaceutical organization of repute known for quality & ethics.
- To serve ailing patients across the world through innovative products

### **Quality, Safety and Environmental Policy**

We, in FOURRTS commit to formulate, manufacture and market pharmaceutical formulations that effectively benefit patients for their intended therapeutic purposes by

- Using right quality ingredients, caring for proper packaging and complying with good and safe practices.
- Creating an environment that encourages our employees and suppliers for continual improvement of all our processes.
- Complying with legal, statutory, regulatory and other specific customer requirements.
- Identification of risk and evaluation.

#### IV. NEED FOR THE STUDY

It ensures better job performance, improved job satisfaction, promotes innovation and encourages leadership, etc. Satisfactory organizational behaviour helps management to motivate employees to perform well. It leads to employee engagement and retention, improved training, culture, and more. An individuals acquire three types of needs as a result of their life experiences. These needs are the need for achievement, the need for affiliation, and the need for power. All individuals possess a combination of these needs, and the dominant needs are thought to drive employee behaviour.

#### V. OBJECTIVES OF THE STUDY

##### Primary Objective

- A Study on Organizational Behavior with reference to Fourrts India Laboratories Private Limited

##### Secondary Objective

- To establish a social system in the organization.
- To determine the motivation level of employees.
- To encourage the people, to work enthusiastically in the organization.
- To create an environment for the development of effective leadership.
- To study the organizational behavior are Job Satisfaction, Finding the Right People, Organizational Culture.
- Leadership and Conflict Resolution, Understanding the Employees Better.
- Understand how to Develop Good Leaders, Develop a Good Team, Higher Productivity.

#### VI. LITERATURE REVEIW

**Michael Barry, Adrian Wilkinson, (2016)**, For many years, the employment relations (ER) literature took the perspective that employee voice via trade unions could channel discontent and reduce exit, thereby improving productivity. In organizational behaviour (OB) research voice has also emerged as an important concept, and a focus of this research has been to understand the antecedents of the decision of employees to engage or not engage in voice. In OB research, however, voice is not viewed as it is in ER as a mechanism to provide collective representation of employee interests. Rather, it is seen as an expression of the desire and choice of individual workers to communicate information and ideas to management for the benefit of the organization. This article offers a critique of the OB conception of voice, and in particular highlights the limitations of its view of voice as a pro-social behaviour. We argue that the OB conception of voice is at best partial because its definition of voice as an activity that benefits the organization leaves no room for considering voice as a means of challenging management, or indeed simply as being a vehicle for employee self-determination.

**Ana Carolina Bertassini, (2017)**, Implementing circular economy (CE) requires complex and dynamic changes in technical and behavioural aspects. Few studies spend efforts to understand the organizational behavioural side of CE transition. Thus, this study proposes a theoretical framework that addresses the requirements for the transition towards CE from the organizational perspective. We conducted a systematic review aiming to identify the relations between CE and organizational culture. As a result, we developed a theoretical framework composed of five building blocks (mindsets, values, behaviours, capabilities and competences) that guide the transition towards a CE-oriented culture aiming to achieve sustainability in business. We also identified several gaps for future researches. We concluded that the framework could enrich the literature discussion in the field and be used by practitioners for the identification of paths to implement CE from the organizational culture perspective. In addition, the use of this framework could lead to the achievement of the sustainable development.

**Mario Coccia, (2018)**, This study proposes the concept of disruptive firms: they are firms with market leadership that deliberate introduce new and improved generations of durable goods that destroy, directly or indirectly, similar products present in markets in order to support their competitive advantage and/or market leadership. These disruptive firms support technological and industrial change and induce consumers to buy new products to adapt to new

socioeconomic environment. In particular, disruptive firms generate and spread path-breaking innovations in order to achieve and sustain the goal of a (temporary) profit monopoly. This organizational behaviour and strategy of disruptive firms support technological change. This study can be useful for bringing a new perspective to explain and generalize one of the determinants that generates technological and industrial change. Overall, then this study suggests that one of the general sources of technological change is due to disruptive firms (subjects), rather than disruptive technologies (objects), that generate market shifts in a Schumpeterian world of innovation-based competition.

**Rob Nielsen, Jennifer A. Marrone, (2018)**, Since 2000, researchers and practitioners have shown increased interest in humility. This construct has been studied in disciplines ranging from organizational behaviour to positive psychology, culminating in a wealth of information that can now be analyzed and reviewed through the lens of humility in organizations. This review begins by reflecting on existing conceptualizations of humility and presenting a summary of findings that reflects a greater consensus in definitional work than some researchers may realize. It then considers the progress that has been made in measuring humility by specifying key measurement strategies. It next synthesizes existing empirical findings on humility to illuminate the uniqueness of the construct. It also shows that researchers have focused on studying dependent variables that exist at multiple organizational levels and that largely comprise pro-social and relational variables, emotional well-being, and learning and performance outcomes. The paper concludes with recommendations for future research.

**Kai Dou, Yushuai Chen, (2019)**, This study examined the relationship between job satisfaction and unethical pro-organizational behaviours (UPB) by testing a moderated mediation model that focused on how employees' belongingness mediates the relationship between job satisfaction and UPB and how corporate ethical values moderate this mediated relationship. Our investigation included 369 employees from different organizations in Southeast China. The regression analysis revealed that job satisfaction positively influences UPB through belongingness. In addition, a moderated regression analysis indicated that low corporate ethical values strengthen not only the effect of belongingness on UPB but also the indirect effect of job satisfaction on UPB. These findings deepen our understanding of UPB by showing that individuals with a high level of job satisfaction are more likely to engage in UPB through belongingness when corporate ethical values are low. Finally, the theoretical and managerial implications of these results are discussed.

**Chang-Wook Jeung, (2020)**, Employee engagement has been understood from various academic and practical perspectives, mainly due to its recent popularity. This study explores not only positive movements—positive psychology, positive organizational scholarship (POS), and positive organizational behaviour (POB)—as a background of engagement but also the conceptualization, instrumentation, and empirically proven antecedents and consequences of engagement. Based on the findings, this study examines how engagement can be included as a POB construct, considering the five criteria of POB: positivity criterion, theory- and research- based criterion, valid measurement criterion, state-like criterion, and performance impact criterion.

## VII. RESEARCH METHODOLOGY

### Meaning of Research:

Systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into two general categories: Basic research is inquiry aimed at increasing scientific knowledge, and applied research is effort aimed at using basic research for solving problems or developing new processes, products, or techniques. Research refers to a search for knowledge. It can also be given as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Some people consider research as a movement from the known to the unknown. It is actually a voyage of discovery.

### Research method:

Research method is those techniques that are used for condition of research.

### Research Methodology:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him.

### Research Design:

Research Design is defined as the "arrangement of conditions for collection and analysis of data in a manner that

aims to combine relevance to the research purpose with economy in procedure”.

### **Type of research design:**

- Exploratory research design
- Descriptive and diagnostic research design

Experimental/causal research design

The research design followed for the study is descriptive type of research. It is typically concerned with determining the frequency with which something occurs or how two variables vary together. Descriptive research studies are those studies which are concerned with the characteristic of a particular individual or of a group.

### **Sampling:**

vary together. Descriptive research studies are those studies which are concerned with the characteristics of a particular individual, or of a group.

### **Sampling:**

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population.

### **Sampling design:**

A sample design is a finite plan for obtaining a sample from a given population.

### **Population:**

The Employees of “FOURRTS INDIA LABORATORIES PRIVATE LIMITED”

Chennai constitute the work place of the study. The employees of the company are 600, and forms the work place for the present study.

### **Sample size:**

Number of the sampling units selected from the population is called the size of the sample. Sample of 224 respondents were obtained from the population

### **Sampling Techniques:**

- Probability Sampling
- Non-Probability Sampling

The techniques adopted in the present study is probability sampling, which is also known as chance sampling. Under this sampling design, every item of the frame has an equal chance of inclusion in the sample. Under probability sampling, stratified random sampling is used for this study.

### **Hypothesis:**

It is a statement about the population parameter. In other words, a hypothesis is a conclusion which is tentatively drawn on logical basis.

H0: There is no significant difference between two attributes (NULL HYPOTHESIS)

H1: There is a significant difference between two attributes (ALTERNATE HYPOTHESIS)

### **Data collection:**

The researcher makes sincere attempts to overall meet the respondents individually, the researcher explained each question to overall facilitate good understanding and genuine responses. They feel free in answering the questionnaire and lot of the respondents showed keen interest to overall answer their views about the organization.

### **Sources of data collection:**

The data can be collected through two methods. They are:

1. PRIMARY DATA
2. SECONDARY DATA

### **Primary data:**

The data which is collected for the first time is called as primary data. The various sources for collecting primary data are questionnaire, observation, interview, consumer panels etc. the primary source used for this study is questionnaire. Primary data are collected from the employees of “FOURRTS INDIA LABORATORIES PRIVATE LIMITED” by circulating a structured questionnaire among them.

### **Secondary data:**

The records and documents pertaining to the overall details of the organization and employees constitute the secondary sources such as books, journals and newspapers. The various sources of secondary data are Books, magazines, statistical data sources etc. Secondary data are obtained from

company profile, internet, various other documents, scope need and other reports of the company.

**STATISTICAL TOOLS:**

SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCE): Statistical package for social sciences (SPSS) is mean for statistical analysis of data. It has got tools to obtain accurate result. SPSS is a computer program used for survey authoring and deployment, data mining, text analytics, statistical analysis, and collaboration & deployment. The following statistical tools were used in this study:

- Simple Percentage
- Correlation
- Chi-Square

**VIII. LIMITATION OF THE STUDY**

- The study was made depending on the primary and secondary data collected which may even go wrong in some cases.
- It is difficult to understand the different opinion of the employees
- It is difficult to conclude whether the employees genuinely answered all the questions without any fear.

**IX. DATA ANALYSIS AND INTERPRETATION**

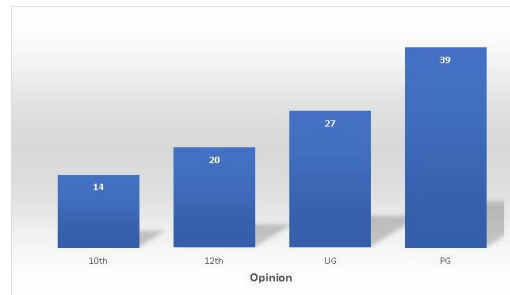
**Table -9.3 Table showing Education of the respondents**

SI.NO	Education of the respondents	No of the respondents	% of the respondents
1	10th	32	14
2	12th	44	20
3	UG	60	27
4	PG	88	39
	<b>Total</b>	<b>224</b>	<b>100</b>

**INTERPRETATION**

From the above table, it is observed that majority of 39% of the respondents are PG, 27% of the respondents are UG, 20% of the respondents are 12<sup>th</sup>, 14% of the respondents are 10<sup>th</sup>.

**Chart No:9.3(a) Chart showing Education of the respondents**



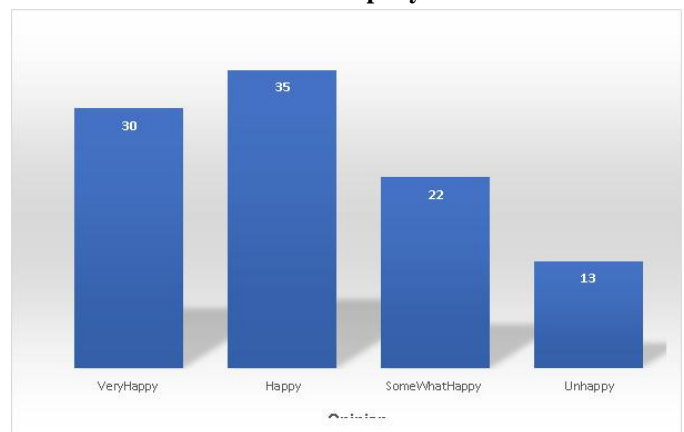
**Table – 9.4 table showing roles & responsibilities at this company**

SI.NO	Opinion of the respondents	NO of the responsibility	% of the responsibility
1	Very Happy	68	30
2	Happy	78	35
3	Some What Happy	50	22
4	Unhappy	28	13
	<b>Total</b>	<b>224</b>	<b>100</b>

**INTERPRETATION**

From the above table, it is observed that majority of 35% of the respondents have Happy, 30% of the respondents have Very Happy, 22% of the respondents have Some What Happy, 13% of the respondents have Unhappy.

**Chart No:9.4(a) Chart showing roles & responsibilities at this company**



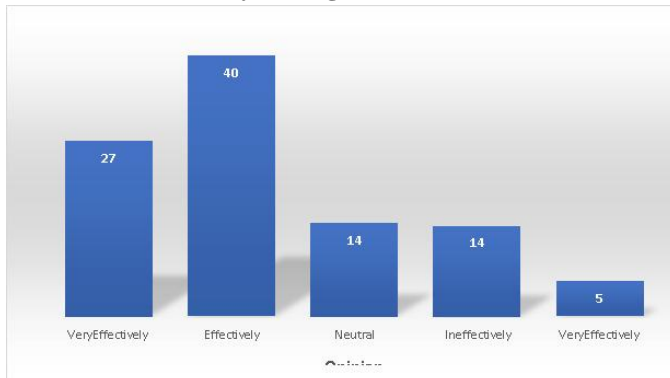
**Table -9.5 Table showing decision are made with in your organization**

Sl.NO	Opinion of the respondents	No of the respondents	% of the respondents
1	Very Effectively	60	27
2	Effectively	89	40
3	Neutral	32	14
4	Ineffectively	31	14
5	Very Ineffectively	12	5
	<b>Total</b>	<b>224</b>	<b>200</b>

**INTERPRATION**

From the above table it is observed that majority of 40% of the respondents are Effectively, 27% of the respondents are Very Effectively, 14% of the respondents are Neutral, 14% of respondents are Ineffectively and 5% of respondents are Very Ineffectively about decision are made with in your organization.

**Chart No:9.5(a) Chart showing decision are made with in your organization**



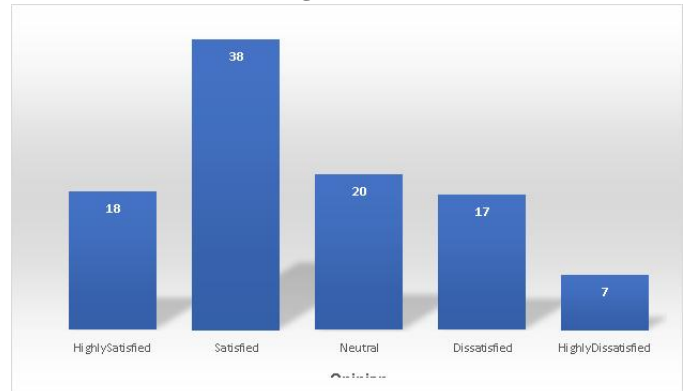
**Table – 9.6 Table showing overall job security in the organization**

Sl.NO	Opinion of the respondents	No of the respondents	% of the respondents
1	Highly Satisfied	40	18
2	Satisfied	84	38
3	Neutral	45	20
4	Dissatisfied	39	17
5	Highly Dissatisfied	16	7
	<b>Total</b>	<b>224</b>	<b>100</b>

**INTERPRETATION**

From the above table it is observed that majority of 38% of the respondents are satisfied, 20% of the respondents are Neutral, 18% of the respondents are Highly Satisfied, 17% of respondents are dissatisfied and 7% of respondents are highly dissatisfied about the overall job security in the organization.

**Chart No:9.6(a) Chart showing overall job security in the organization**



**9.7 CORRELATION**

**NULL HYPOTHESIS (H0):**

There is no significant difference between organization’s work and overall job security in the organization

**Alternative Hypothesis (H1):**

There is a significant difference between organization’s work and overall job security in the organization

**CORRELATIONS:**

**Correlations**

Opinion of the job security of the respondents		Opinion of the organization's work of the respondents	
Opinion of the job security of the respondents	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.000
	N	224	224
Opinion of the organization's work of the respondents	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	N	224	224

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION:**

Frame the above table it is observed that  $R = 0.723$  ( $R > 1$ ) which is strong positive correlation. It is included .000, Hence it positive correlation. There is a significant inter relationship between the organization’s work and overall job security in the organization.

**RESULT:**

The above table null hypothesis rejected and alternative hypothesis accepted. It is a positive correlation.

**9.7 CHI-SQUARE**

**NULL HYPOTHESIS(H0):**

There is no significant difference between education qualification and overall job security in the organization.

**ALTERNATIVE HYPOTHESIS(H1):**

There is a significant difference between education qualification and overall job security in the organization.

**Chi-Square Test Frequencies**

**Education of the respondents**

Observed N		Expected N	Residual
10th	31	56.0	-25.0
12th	46	56.0	-10.0
UG	60	56.0	4.0
PG	87	56.0	31.0
Total	224		

**Opinion of the job security of the respondents**

Observed N		Expected N	Residual
Highly Satisfied	40	44.8	-4.8
Satisfied	84	44.8	39.2
Neutral	45	44.8	.2
Dissatisfied	39	44.8	-5.8

Highly Dissatisfied	16	44.8	-28.8
Total	224		

**Test Statistics**

Education of the respondents		Opinion of the job security of the respondents
Chi-Square	30.393 <sup>a</sup>	54.080 <sup>b</sup>
Df	3	4
Asymp. Sig.	.000	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 56.0.
- b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44.8.

**INTERPRETATION:**

Here the significance was occurs and has a value 0.000 which shows significant at 0.01 level and it is less than 0.05. Hence null hypothesis(H0) is accepted.

**RESULT:**

There is no significant difference between education qualification and overall job security in the organization.

**X. FINDINGS**

- The study found that 35% of the employees happy with roles & responsibilities at this company.
- Majority 40% of the respondents are Effectively with the decision are made with in your organization.
- Majority 38% of the respondents are satisfied with overall job security in the organization.
- Majority 38% of the respondents are satisfied with organization’s work is positively impacting the employees in the organization.
- Majority 48% of the respondents are satisfied with performance reviews are conducted in the organization.
- Majority 44% of the respondents are satisfied with the level of recognition and appreciation you receive for your work.



## XI. SUGGESTIONS

- Increased employee engagement and satisfaction, Greater employee productivity levels. More streamlined work processes, A better work environment.
- A better match between the organization's culture and its employees. The organization meeting its goals more efficiently and effectively.
- For reasons such as these, behaviour is an important consideration for business leaders, strategists, as well as employees themselves.
- Improving accountability systems, Training programs that enhance employee skills.
- Leadership development programs that improve managerial and leadership skills.
- Improvements to the work environment, tools, and technology. Altering the organization's culture, Restructuring the organization.

## XII. CONCLUSION

Organizational behavior is the study of how individuals and groups interact within an organization. Effective leadership is key to shaping positive behavior, fostering trust, and inspiring motivation. Clear communication channels ensure that information flows smoothly, preventing misunderstandings and conflicts. Embracing diversity within teams leads to a wealth of perspectives and innovative solutions. Understanding human behavior in the workplace enables companies to optimize productivity and efficiency. Cultivating a culture of collaboration and inclusivity promotes a sense of belonging and commitment among employees. By recognizing and addressing organizational dynamics, companies can navigate challenges more effectively. Strategies to enhance teamwork, motivation, and decision-making contribute to overall success. Ultimately, organizations that prioritize these aspects create environments where individuals can thrive and contribute meaningfully to the company's goals.

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