

PalArch's Journal of Archaeology of Egypt / Egyptology

Google - The Trailblazer in Employee Satisfaction

Dr. Reena (Mahapatra) Lenka

Founder/Director, RL Consultancy and Training Institute, Pune

prof.reenalenka@gmail.com

Dr. Reena (Mahapatra) Lenka, Google - The Trailblazer in Employee Satisfaction,-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(10), 435-442. ISSN 1567-214x

Keywords: Google, Motivation, Employee satisfaction, productivity, Productivity.

ABSTRACT

Google the tech giant is always a source of inspiration and looked upon in awe by most of the similar organizations worldwide. It is a dream come true for any aspiring candidate to be recruited in Google. The main reason for this being optimum employee satisfaction within the organization.

Google has understood the fact that in order to have a competitive advantage and be the numero uno tech company in the entire world employees has to be given utmost importance and support so that employees are motivated and satisfied resulting in increased performance and productivity for the Organization.

Google with its innovative employee satisfaction method like free food, free gymnasium, career boosting lecture, best salary and compensation, employee entertainment, work flexibility, career development and effective talent management has been able to motivate and satisfy the employees in such a way that employees rarely think of leaving the organization and work tirelessly to make Google tech giant in the world.

Many similar organizations like Yahoo and Infosys have been trying to follow the employee satisfaction procedure of Google but without much result.

This paper is all about the unique employee satisfaction model followed by Google to gain maximum employee satisfaction which if followed can be a boon for any Organization related to employee satisfaction. This paper is a combination of qualitative and quantitative method.

Introduction

Google was started by Larry Page and Sergey Brin in 1998. Google's Initial Public Offering happened on August nineteenth, 2004. Right now, Google's base camp is in Mountain View, California, United States of America. At present, Google and its different offshoots hold more than 70 unique workplaces in excess of 40 distinct nations.

Google has a capacity-based construction where it sorts out its representative's

dependency on their essential occupation inside the association. This could be by deals activity or item the executives, among different gatherings. Google likewise has an item-based design. Item put together designs bunch representatives based with respect to the item on which they are working. Google's third part of its construction is its evenness. This levelness happens in light of the fact that representatives can discuss straightforwardly with top directors. Representatives are likewise ready to converse with different workers outside of their doled-out work as well as item gathering. In particular, this paper will take a gander at the manner in which Google inspires its representatives. Google is known for its effective inspiration of workers all throughout the world.

As far as worker inspiration, Google Company sticks out. The Institute of Great Place of Work and Fortune Magazine set up the organization as the best as far as representative fulfilment. This positioning was the fifth time the organization bested the rundown ordered by the two associations Being the best organization for one to work for has prompted its fascination with huge skilled and imaginative support of representatives. In the midst of its arrangement of alluring bundles and wild medicines of representatives, the organization is likewise ready to draw in probably the most useful thoughts for its workers to make worldwide driving usefulness that has seen the organization record an expanded upper hand.

The main point of inspiration is on gains temporarily while motivation is tied in with outstanding consistently cantered around the master plan. In reality, Google propels and rouses its workers to draw in and keep top ability. The organization instils popularity-based culture and construction in which workers are permitted to communicate their voices and qualities

Work dullness is averse to the support of representatives' excitement. The present circumstance diminishes representatives' degrees of inspiration. Google counters work dreariness by guaranteeing that work is uplifting. For instance, the organization gives representatives 20% of their complete week after week work time (identical to multi-week) to partake in undertakings of their decision. Endeavours to move workers effectively conceived natural products for Google Company as confirmed by the instance of Chande-Ment Tan through the development of the Inside Yourself course. The organization has phenomenal, yet reasonable and astonishing prizes and support agreements that are intended to guarantee that representatives feel esteemed by the organization. For instance, the organization has repayment programs cooking for lawful expenses for its workers by a measure of up to \$5000. It gives maternity surrenders to 18 weeks where guardians get up to \$500 for spending on take-out suppers for the initial 3 months in the wake of conceiving an offspring. It has an appropriation help bundle for guardians who have received children. In Googleplex, the organization gives representatives an on-location specialist and wellness focus

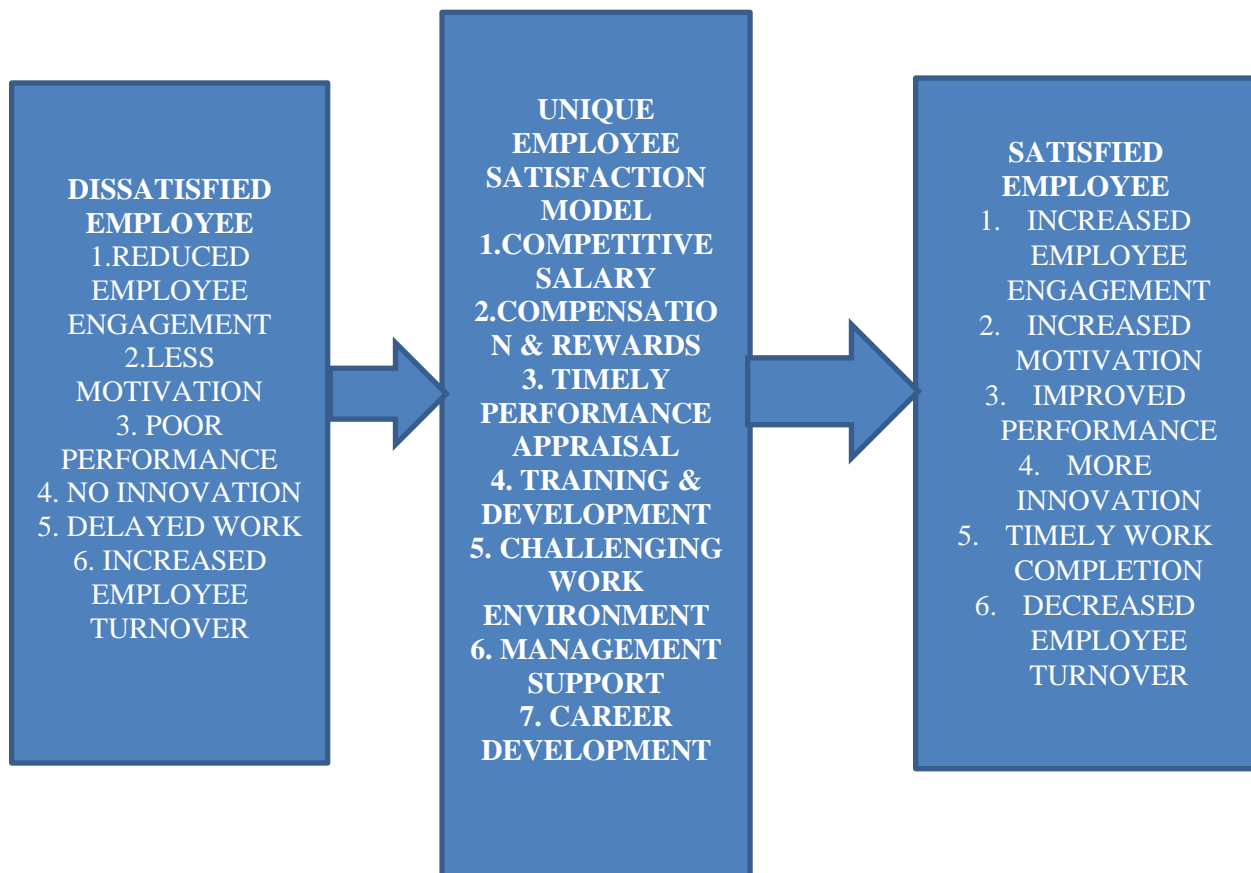
Google Company gives free suppers like lunch and supper, including other various appealing inspirational systems that guarantee that representatives feel their workplace is alluring and promising. This procedure urges them to get up each day to go to their everyday centres. From the viewpoints of the scope of inspiration drives received by Google Company, inspiration includes the control of individuals' convictions, steps, and activities. At the point when this control is lost, resolve, which is the essential fundamental of inspiration, might be lost. Under such conditions, individuals may get critical, particularly on the significant things they have not

refined. The job of directors is to guarantee fun in work environments. Like the methodologies conveyed by Google Company to resolve the issue of fun in its work environment, the creator characterizes fun in work environments as 'any friendly, relational, or work-related action of either an amusing or lively nature that an individual finds agreeable and fascinating' Fun with regards to the work environment exudes from anything going from office festivities to making jokes or participating in plays with colleagues. It's been proposed that fun in working environments is significant in upgrading the efficiency of laborers through expanded occupation inspiration. Fun in the managerial focuses guarantees that individuals have the power, energy, and eagerness to tackle jobs.

Google Company holds gatherings for representatives every Friday where 20 of the most posed inquiries are talked about. The organization offers different channels, including studies, Fixits, TGIF, and Google+ discussions for the representatives to openly put themselves out there to all Google chiefs. Different drives and methodology energize straightforwardness and information dividing between the representatives and the hierarchical administration.

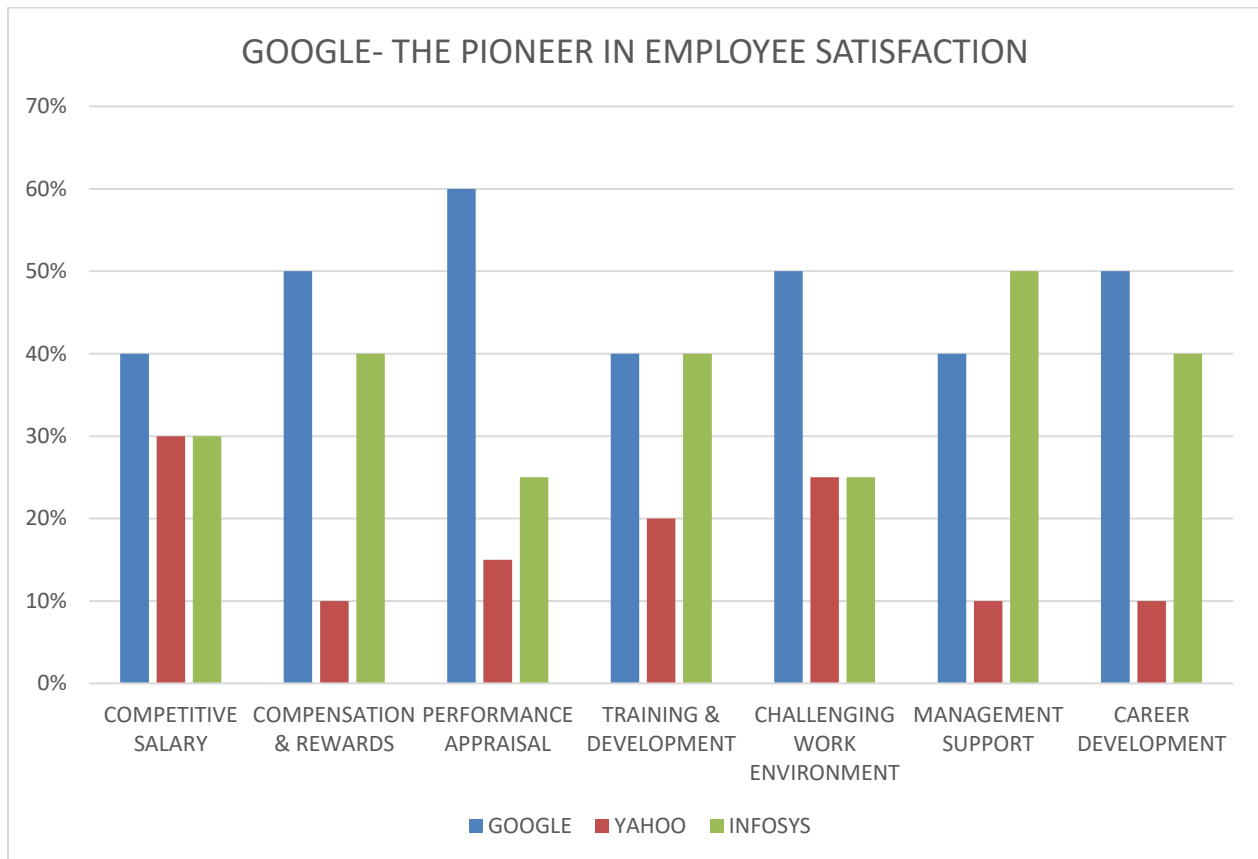
Since the CEO of any organization is liable for setting the authoritative culture as well as guaranteeing that the way of life is carried out, Google Company's CEO is a popularity-based pioneer who maintains worker motivation and inspiration. y expanded fun and adaptability.

Unique employee satisfaction model



Findings

Figure 1: “Google- The pioneer in employee satisfaction”



- **Figure 1 shows “Google- The pioneer in employee satisfaction”**
- **Sample size, N= 600, N= 3 Organizations, N= 7 parameters**
- **Figure 1 shows:** 40% of respondents agree that Google gives competitive salary for improved employee satisfaction, 30% of respondents agree that Yahoo gives competitive salary for improved employee satisfaction and 30% of respondents agree that Infosys gives competitive salary for improved employee satisfaction.
- **Figure 1 shows:** 50% of respondents agree that Google gives compensation & rewards for improved employee satisfaction, 10% of respondents agree that Yahoo gives compensation & rewards for improved employee satisfaction and 40% of respondents agree that Infosys gives compensation & rewards for improved employee satisfaction.
- **Figure 1 shows:** 60% of respondents agree that Google goes for performance appraisal for improved employee satisfaction, 15% of respondents agree that Yahoo goes for performance appraisal for improved employee satisfaction and 25% of respondents agree that Infosys goes for performance appraisal for improved employee satisfaction.

- **Figure 1 shows:** 40% of respondents agree that Google goes for Training & development for improved employee satisfaction, 20% of respondents agree that Yahoo goes for Training & development for improved employee satisfaction and 40% of respondents agree that Infosys goes for Training & development for improved employee satisfaction.
- **Figure 1 shows:** 50% of respondents agree that Google provides challenging work environment for improved employee satisfaction, 25% of respondents agree that Yahoo provides challenging work environment for improved employee satisfaction and 25% of respondents agree that Infosys provides challenging work environment for improved employee satisfaction.
- **Figure 1 shows:** 40% of respondents agree that Google provides management support for improved employee satisfaction, 10% of respondents agree that Yahoo provides management support for improved employee satisfaction and 50% of respondents agree that Infosys provides management support for improved employee satisfaction.
- **Figure 1 shows:** 50% of respondents agree that Google provides career development for improved employee satisfaction, 10% of respondents agree that Yahoo provides career development for improved employee satisfaction and 40% of respondents agree that Infosys provides career development for improved employee satisfaction.

From the above finding it can be safely concluded that Google, Yahoo and Infosys are following the Unique employee satisfaction model and are successful in increasing employee satisfaction level. Google is following the model more, hence having more success with employee satisfaction.

Conclusion

Employees are an integral part of every organization. For an organization to be successful employee satisfaction is most important. Satisfied employees can do wonders for any organization in terms of increased motivation, production, employee engagement, innovation, meeting target and providing competitive advantage.

Google being the search engine maestro understands this simple formula of “Employee satisfaction=increased productivity and competitive advantage”. Google always strives to give a better work environment and facilities to its employees so that employee satisfaction increases manifold resulting in a better human resource.

Google along with Yahoo and Infosys follow the Unique employee satisfaction level to achieve success. Google with its human nature towards its employees have truly become the pioneer in employee satisfaction.

Recommendation

Today, many organizations are suffering from reduced employee motivation, reduced employee engagement, more employee turnover, reduced performance and reduced satisfaction. The only reason for these problems is ill treatment of its employees.

Like Google any organization can do better in terms of employee satisfaction and can overcome all the above problems, if only they follow “Unique employee satisfaction model”.

From the above discussions and findings, it is highly recommended for any organization to follow the Unique employee satisfaction model for a better satisfied

and energetic workforce. Google by following the unique model is successful so also the other organizations would be Successful.

References

- <https://business-essay.com/google-companys-employee-motivation-and-theories/>
<https://www.fastcompany.com/90230655/how-google-motivates-its-employees>
 The Guardian(2014)
<https://inside.6q.io/google-boosts-employees-engagement/>
https://www.researchgate.net/publication/326920436_GOOGLE'S_SECRET_TO_MOTIVATING_THEIR_EMPLOYEES_SUCCESSFULLY
https://www.academia.edu/39135172/ISSN2326Google_Motivation_Strategies
1. ^ Jump up to:^{a b} Hulin, C. L., & Judge, T. A. (2003). Job attitudes. In W. C. Borman, D. R. Liden, & R. J. Klimoski (Eds.), *Handbook of psychology: Industrial and organizational psychology* (pp. 255-276). Hoboken, NJ: Wiley.
 2. ^ Jump up to:^{a b c} Thompson, E.R.; Phua F.T.T. (2012). "A Brief Index of Affective Job Satisfaction". *Group & Organization Management*. **37** (3): 275–307. doi:10.1177/1059601111434201.
 3. ^ Jump up to:^{a b c} Moorman, R.H. (1993). "The influence of cognitive and affective based job satisfaction measures on the relationship between satisfaction and organizational citizenship behavior". *Human Relations*. **46** (6): 759–776. doi:10.1177/001872679304600604.
 4. ^ Locke, E.A. (1976). The nature and causes of job satisfaction. In M.D. Dunnette (Ed.), *Handbook of industrial and organizational psychology* (pp.1297-1349). Chicago: Rand McNally.
 5. ^ Spector, P.E. (1997). *Job satisfaction: Application, assessment, causes and consequences*. Thousand Oaks, CA: SAGE.
 6. ^ Kalleberg, A.L. (1977). "Work values and job rewards—Theory of job satisfaction". *American Sociological Review*. **42** (1): 124–143. doi:10.2307/2117735. JSTOR 2117735.
 7. ^ Tomaževič, Nina; Seljak, Janko; Aristovnik, Aleksander (4 March 2014). "Factors influencing employee satisfaction in the police service: the case of Slovenia"(PDF). *Personnel Review*. **43** (2): 209–227. doi:10.1108/pr-10-2012-0176. Archived from the original (PDF) on 24 November 2020.
 8. ^ Jump up to:^{a b} Latham, G. P., & Budworth, M. H. (2007). The study of work motivation in the 20th century. In L. L. Koppes (Ed.) *Historical perspectives in industrial and organizational psychology* (pp. 353-381). Mahwah, NJ: Lawrence Erlbaum.
 9. ^ Kornhauser, A. W. (1930). "Industrial psychology in England, Germany and the United States". *Personnel Journal*. **8**: 421–434.
 10. ^ Uhrbrock, R. S. (1934). "Attitudes of 4430 employees". *The Journal of Social Psychology*. **5** (3): 365–377. doi:10.1080/00224545.1934.9921604.
 11. ^ Hoppock, R. (1935). *Job satisfaction*. Oxford, England: Harper.
 12. ^ Staw, B. M.; Bell, N. E.; Clausen, J. A. (1986). "The dispositional approach to job attitudes: A lifetime longitudinal test". *Administrative Science Quarterly*. **31** (1): 56–77. doi:10.2307/2392766. JSTOR 2392766.

13. ^ Staw, B. M.; Cohen-Charash, Y. (2005). "The dispositional approach to job satisfaction: More than a mirage, but not yet an oasis: Comment". *Journal of Organizational Behavior*. **26** (1): 59–78. doi:10.1002/job.299.
14. ^ Jump up to:^{a b} Arvey, R. D.; Bouchard, T. J.; Segal, N. L.; Abraham, L. M. (1989). "Job satisfaction: Environmental and genetic components". *Journal of Applied Psychology*. **74** (2): 187–192. doi:10.1037/0021-9010.74.2.187.
15. ^ Jump up to:^{a b} Judge, T. A.; Locke, E. A.; Durham, C. C. (1997). "The dispositional causes of job satisfaction: A core evaluations approach". *Research in Organizational Behavior*. **19**: 151–188.
16. ^ "dailyscraw1", job satisfaction, October 19, 2019
17. ^ Adams, J. S. (1965). Inequity in social exchange. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (pp. 276-299). New York: Academic Press.
18. ^ Walster, E. E. Berscheid and G. W. Walster. (1973). "New Directions in Equity Research." *Journal of Personality and Social Psychology*. pp. 151-176.
19. ^ Jump up to:^{a b} Huseman, R.; Hatfield, J.; Miles, E. (1987). "A New Perspective on Equity Theory: The Equity Sensitivity Construct". *Academy of Management Review*. **12**(2): 232–234. doi:10.5465/amr.1987.4307799.
20. ^ Schultz, Duane P. Schultz, Sydney Ellen (2010). *Psychology and work today : an introduction to industrial and organizational psychology (10th ed.)*. Upper Saddle River, N.J.: Prentice Hall. p. 71. ISBN 978-0205683581.
21. ^ Higgins, E. T. (1999b). "When do self-discrepancies have specific relations to emotions? The second-generation question of Tangney, Niedenthal, Covert, and Barlow (1998)". *Journal of Personality and Social Psychology*. **77** (6): 1313–1317. doi:10.1037/0022-3514.77.6.1313. PMID 10626372.
22. ^ Jump up to:^{a b} Higgins, E. T. (1987). "Self-discrepancy: A theory relating self and affect". *Psychological Review*. **94** (3): 319–340. CiteSeerX 10.1.1.586.1458. doi:10.1037/0033-295x.94.3.319. PMID 3615707.
23. ^ Jump up to:^{a b} Strauman, T. J. (1989). "Self-discrepancies in clinical depression and social phobia: Cognitive structures that underlie emotional disorders?". *Journal of Abnormal Psychology*. **98** (1): 14–22. doi:10.1037/0021-843x.98.1.14. PMID 2708634.
24. ^ Jump up to:^{a b c d e f} Hackman, J. Richard; Oldham, Greg R. (1 August 1976). "Motivation through the design of work: test of a theory". *Organizational Behavior and Human Performance*. **16** (2): 250–279. doi:10.1016/0030-5073(76)90016-7.
25. ^ Aristovnik, Aleksander; Jaklič, Ksenja (31 July 2013). "Job Satisfaction of Older Workers as a Factor of Promoting Labour Market Participation in the EU: The Case of Slovenia" (PDF). *Revija za socialnu politiku*. **20** (2): 123–148. doi:10.3935/rsp.v20i2.1126. Archived from the original (PDF) on 24 November 2020.
26. ^ Holmberg, C.; et al. (2016). "Job Satisfaction Among Swedish Mental Health Nursing Staff: A Cross-Sectional Survey". *International Journal of Public Administration*. **39** (6): 429–436. doi:10.1080/01900692.2015.1018432.
27. ^ Weiss, D. J., Dawis, R. V., & England, G. W. (1967). "Manual for the Minnesota Satisfaction Questionnaire." *Minnesota Studies in Vocational Rehabilitation*, 22, 120.

28. ^ Holmberg, C., et al. (2017) "Job satisfaction among Swedish mental health nursing personnel: Revisiting the two-factor theory." *International Journal of Mental Health Nursing*. DOI: 10.1111/inm.12339.

29. ^ *Hackman, J. R.; Oldham, G. R. (1976). "Motivation through the design of work: Test of a theory". *Organizational Behavior and Human Performance*. 16 (2): 250–279. doi:10.1016/0030-5073(76)90016-7.*