EASE OF WORK CULTURE IN MNCs IN INDIA

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ABSTRACT

MNCs are a profit-loving investor; No MNC investment where there is no profit. They provide good and favorable work culture for their workers to get maximum benefits. The present research paper has two objectives: The first objective is to assess the work culture of MNCs in India and the second objective is to analyze the participation of women workers in MNCs. The present study is based on primary data collected from workers of multinational companies based in Noida. Descriptive statistics is used for the analysis to test null hypotheses. Odd ratio logistic regression is used. In the result, it has been found that the participation of women workers in MNCs and the work culture provided by MNCs to their workers is satisfactory. The conclusion that multinationals should focus on their work culture is that workers pursue their careers with the will to work.

INTRODUCTION

It is now normally acknowledged that the expansion of the multinational corporation is a major, possibly the major, phenomenon of the international economy today. Large corporations with their headquarters in the United States, in other Western industrialized countries, and now increasingly in Japan as well, are growing their activities both into industrialized countries, including the less-developed countries. Once heavily determined in mining and extractive fields, today it is the manufacturing activities of the multinationals that command growing attention.

In short, today labor has managed to generate only a confused, partial and lopsided response to the multinational corporation. It is needed first to analyze the total impact of the multinational corporation (MNC) not simply on organized labor but on the total social structure and work force patterns of the affected countries.

The role of the FDI in the job formation proves to be important particularly for the developing countries. In their situation, the increase of employment appears among the top priorities of the national economic policy, mainly because of the unemployment generated by the moral depreciation of their productive capacity. MNCs are important employers; consequently they are attractive because they are perceived as an important factor for diminishing existing unemployment.

According to the UNCTAD (2002), the number of jobs created by the subsidiary of MNCs grew steadily during the last years, as well in the industrialized countries as in the developing countries. Value, ethics, expectations, goals, workflow, task management, collaboration, feedback, and time management are some of the most essential elements that come together to create a positive, productive environment where employees can make a mark on their feet.

In a nutshell, work culture reflects the philosophy of the organization, it’s leadership and its employee satisfaction share.

A workplace is a place where employees spend over one-third of their lives. Moreover, they tend to work for hours to meet the needs and expectations of an organization. Logically, when an employee is happy and satisfied at work, his overall personality and productivity is improved. But the benefits don’t end there.

Objectives

1. To assess the participations of female workers in MNCs.
2. To analyse the work culture in MNCs
3. To assess the satisfactions of worker in switching in present company form other.
Hypotheses

1. Participation of female workers in MNCs is significant.
2. Workers how switched for better salary they are satisfied.

RESEARCH METHODOLOGY

The present study is based on primary data and it is a part of researcher’s PhD work. The data is collected from MNCs’ workers working in MNCs based in Noida, Uttar Pradesh. Samples are selected by pure random sampling method. Time of data collection was evening of the day outside of the MNCs. To analysis, descriptive and odd ratio regression is used. Total numbers of respondents are 252.

RESULT AND ANALYSIS

MNCs are a part of organized private sector where recruitment of workers is also organized as their minimum qualification should be graduation, no matter which stream; although professional educational qualification has better option for job. Because it is a private sector, there is no reservation for social groups as OBC, SC or ST. Religion, also, doesn’t matter here in recruitment.

Status of Gender in job participation

Development means participations of female with males in job sector. In the surveyed area, 50.4 percent female workers are working whereas 49.6 percent males are working. This is good sign for half world.

![Figure 1 Status of Gender Qualification wise](image1)

Source: Primary Survey

The Figure-1, shows the Status of Gender Qualification wise, where UG presents simple graduates, PG presents post graduates PrG presents professional graduates and PPG presents professional post graduates. The 48.81 percent respondents are simple graduate, 13.1 percent ar post graduate, 34.92 percent are professional graduate and remaining 3.17 percent are professional post graduates. Out of 252 respondent, 123 respondents are simple graduate in which 54.47 percent female and 45.53 percent male are simple graduate, 33 respondent are post graduate in which 33.33 percent female and 66.67 percent male are post graduate, 88 respondent are professional graduate in which 50 percent are female and remaining 50 percent are male, only 8 respondent are professional post graduate in which 62.5 percent are female and 37.50 percent are male.

Figure-1 is showing that female participations is very much good in qualification wise, although post graduate women are very less than male but over all their status is good sign for women participation due to their qualification.

![Figure 2 Gender status in recruited post](image2)

Source: Primary survey

In the Figure 2 is showing that in MNCs, 1.19 percent are manager, 15.08 percent are assistant manager, 65.48 percent are Executive and 18.25 percents are assistant Executive are working. Out of 252, 3 respondent are manager in which all 3 are male, 38 respondents are assistant manager in which 13.16 percent are female and 86.84 percent are male, 165 are Executive in which 60 percent are female and 40 percent are male, 46 respondent are assistant executive in which 50 percent are female and other 50 percent are male.

The Figure 2 shows that in the manager post there are no participations of female and in the post of Assistant manager participations of female is not good. They should participate more in upper post but there is a social problem that a marriage woman may not work it is cause of less female in higher posts.

![Figure 3 Age wise gender participations](image3)

Source: Primary data

In the Figure 3, first age group presents 18-29 years are group; second age group present 30-39, third group presents 40-55 and there is forth age group in the questionnaire also which presents 55 plus age group. 82.54 percent respondents belong to first age group, 15.48 percent respondents belong to second age group and 1.98 percent respondents belong to third age group. Out of 552, 208 respondents are in first age group in which 55.77 percent are female and 44.23 percent are male, 39 respondents are in second age group in which 25.64 percent are female and 74.36 percent are male, only 5 respondents are in third age group in which 20 percent are female and 80 percent are male.

In the Figure 3, it is shown that young age group is much attracted to work in the MNCs because they have much opportunity and better salary which is normally not possible in other domestic work places.
MNC has declared that they never easy in security of workers but approximate 1 percent female workers accept that physically some time they are being teased by their co-workers.

**Senior leaders live the core value of the organisation**

It can be seen that less the three percent works are not agree but 97 percent (which can be generalized) workers are satisfied with seniors’ behavior and they agree that seniors are living organisations’ core value in the work place.

**My job makes good use of my skills and abilities**

In the Figure 7, it is shown that all female and approximately 73 percent male assistant manager, 34 percent approximate female executive and 2 percent male, overall 31 percent female and 44 percent male overall 37 percent workers are not satisfy with their job and they does not agree that the present job is using their skills and abilities.

**continue career with this organisation for least two years**

It is seems in figure 8, 2 percent of female and 11.2 percent male who are working less than 1 year, 6 percent female who are working more than 1 year but less than 2 years, 5.5 percent female who are working more than 2 years but less than 5 years, 2.3 percent female who are working more than 5 years, 11.2 percent male who are working less than 1 year, 11.2 percent male who are working more than 1 year but less than 5 years, 16 percent male who are working more than 5 years,
Overall 17.3 percent female and 38.4 percent male MNC workers, total 27.7 percent workers are not taking interest to work in current MNC after some time.

9.5 percent female workers 3.2 percent male who are working first in any company, 8.8 percent male who are working in MNC with experience, 10.2 percent female and 12.8 percent male MNC workers and total 11.5 percent workers are not satisfied with their base pay which is given by MNCs.

**Finding cause and effect through logistic model: Odd Ratio**

Logistic regression models the probabilities for classification problems with two possible outcomes. It’s an extension of the linear regression model for classification problems.

A solution for classification is logistic regression. Instead of fitting a straight line or hyper plane, the logistic regression model uses the logistic function to squeeze the output of a linear equation between 0 and 1.

**Table 2 Results for Binary Logistic Regression Analysis of female participations in MNC**

| Gender | Odds Ratio | Std. Err. | z | P>|z| | [95% Conf. Interval] |
|--------|------------|-----------|---|------|-------------------|
| salary_012 | 1.569742 | .3825824 | 1.85 | 0.064 | .973783 | 2.309683 |
| Qualifictn_012 | 1.031167 | .2864507 | 0.11 | 0.912 | .5982348 | .777404 |
| post_012 | .604844 | .104718 | -2.92 | 0.004 | .431604 | .8477058 |

In the description of variables:
Gender = female participation
salary_012 = salary level 20000-30000 and 30000+
Qualifictn_012 = Group of professional degree both graduate and post graduate
Post_012 = assistant and executive (Lower post)

The model is statistically significant and salary of workers are significant at 10 percent level of significance and post of manager and assistant manager is also statistically significant at 1 percent of level of significance but qualification of the workers does not impact statically significant on female participation in the MNCs.

In the above model, salary group of Rs. 20000-30000 and Rs. 30000+ are impacting males’ participation 1.57 times less than other lower salary level. But upper post as manager and assistant manager post is impacting the participation of male 0.6 times less than other lower post as assistant and executive.

**Table 3 Results for Binary Logistic Regression Analysis of those workers who left their previous company for working in MNC for better salary**

<table>
<thead>
<tr>
<th>Logistic regression</th>
<th>number of obs</th>
<th>=</th>
<th>209</th>
</tr>
</thead>
<tbody>
<tr>
<td>Log likelihood = 53.164174</td>
<td>Prob &gt; chi2 = 0.0000</td>
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</table>

In the description of variables:
YleftPrivosCom1 = workers switched in MNC due to better salary
Gender1 = female participation
Qualifictn_012 = Group of professional degree both graduate and post graduate
salary_012 = salary level 20000-30000 and 30000+ (Upper level Salary)

The model is statistically significant at 1 percent of level of significance with degree of freedom 3. The independent variables; upper level of salary and professional qualification is also significant at 5 percent and 10 percent of level of significance respectively. But for better salary female choice to join MNC for work is statistically not significant.

Workers like upper level salary 2.32 times more than other level salary to switch in MNC. And professional qualification is playing role to switch in MNC 2.41 time more than other qualification.

After the testing the both Null hypotheses, there is no reason to reject the both hypotheses.

**CONCLUSION**

When it is ensured a good work environment give happiness to employees wake up every day looking forward to spending a great day at work instead of counting their days to the weekend. They feel the identical loyalty, ownership, and dedication towards the organization. Good work culture is one where employees are continuously encouraged to work as a team, have each other’s back, and bring the best outcomes in every project.

In the MNCs there are good and workers friendly work culture is provided. Physical security, seniors’ behavior and skill performing job or pay all are generally satisfactory to the workers. Participations of female workers in MNC work place are also satisfactory due to physical security and work environment. Overall MNCs are providing such a satisfactory work culture for their workers for improving their skills and willingness to work at the work place. But MNCs also think about increasing female participations due to making safer not work place rather than seat reservation.

**References**


