

The role of the human resources department in the identification of factors motivating the employees with the aim of promoting competition

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Abstract:

With the aim of promoting competition, organizations need to implement various forms of raising the effectiveness of the applicants. Through analyzing the organizations that operate in Kosovo market, we see that the role of the human resource department in the organization can have an impact on identifying primary motivating factors and measures with the aim of identifying quality staff, professional and their motivation. In this research are explored two organizations operating in Kosovo market. In this litigation is researched and analyzed the effect of additional income, health insurance and pensions, financial support of employees in the organization.

The study aims to analyze the importance and role of human resource motivation. It analyzes the effects of bonus and other monetary compensation, in relation to the impact of health insurance, as well as identifying the impact of financial support professional growth and certain specializations in relation to the impact of pension insurance in motivating employees.

Key words: human resource management, health insurance, materialistic rewards, pension insurance, staff.

INTRODUCTION

In this research are analyzed Telecom and Commercial Bank TEB Bank. In Kosovo market responds in Telecom operator who operates within the PTK. Post and Telecommunications of Kosovo JSC (PTK)¹ is a public company transformed into a joint stock company, which currently consists of two business units: Vala and Telecom of Kosovo, through which PTK offers a wide range of mobile phone products and fixed, in order to meet the needs and customer requirements.² Within PTK until 2012 he was the Post of Kosovo which is now separate entity.³

The mobile phone operator Vala,⁴ provides various services to its customers. Vala has extended its network throughout Kosovo and that a long time offers to all its customers the most advanced services to mobile, inside and outside the Vala operator. While in 2005, TEB A.Ş. (Turk Ekonomi Bankasi), has entered into a joint venture with BNP Paribas and is one of the five strongest banks in the world and the largest bank in the euro zone, it is present in all major financial markets: New York, London, Hong Kong and Paris. BNP Paribas has one of the largest international networks operating in more than 85 countries and employs more than 200,000 professionals worldwide bankers, asset growth trend continued and was associated with continued increase in profitability (annual report, 2011). The total assets amounted to 212.6 million euro, rising to 42.8 million ose25.2%, while total

¹ http://www.gazetazyrtare.com/egov/index.php?option=com_content&task=view&id=164&Itemid=56&lang=sq Law N.03/L-087.

² <http://www.ptkonline.com/ptk/index.php> (06.06.2013).

³ <http://www.postaekosoves.net/al/> (04.06.2013).

⁴ <http://www.valamobile.com/> (06.06.2013).

loan portfolio increased to 179.8 million euro. Net increase credit portfolios was 61.5 million or 52% compared to 2010 (Annual Report, 2011).

REVIEW OF THE LITERATURE

Management was born and was developed parallel with the development of human society. Human resource management has a long history, it dates from the early period of development of human society. According to Ulrich (1997), changing the nature of work of human resources, creates itself and seeks new challenges, requiring the addition of mental activities expression in search of information and new ideas. While Harush and Anamali (2012), think that good management of human resources is very important and should never be underestimated them if we are to succeed. Gjinovci (2013), a new perspective on enterprise management and human resources has resulted in a enterprises in Kosovo market. While Kovach (1999), managers are required to understand that they are dealing with human beings and not machines, so we have to use appropriate incentives to achieve desired results in the organization. As for Kasimati and Manxhari (2002), motivation is represented by the forces that operate on or within the individual and forces it to behave in certain ways in meeting the objectives. According to Guha (2011), non-financial motivators have a significant contribution and positive enough in developing the skills of employees, and financial motivators can be used to develop the knowledge of employees. According to a study done by Topper (2008), claims that non-financial rewards can raise the motivation of employees in organization since they have more long-term motivational character. According Winer (1982), the motivation of workers is in the interests of management who should develop compensation schemes in the ways that motivate groups to work in the

interests of shareholders Nandanwar (et al., 2010), based in their research understand young workers prefer non-monetary incentives while those middle aged prefers monetary incentives. According to Murphy (1999), the execution of the compensation practices vary depending on the size of the organization, industry, or country. But Lazear (1989), believes that differentiation within the organization, for the payment of salary bonus is a potential obstacle which can harm the cooperation and influenced the organization.

THE PROPOSE OF STUDY

In this study, is doing research in the field of human resource management, respectively factors motivating research in order to identify the impact of the incentives and increased competition in the organization.

The purpose of this paper is:

- To analyze the effects of additional income as bonus and other monetary compensation in relation to the impact of health insurance on the motivation of employees in the organization,
- Impact of financial support towards the professional/specializations certain pension and insurance role in motivating employees.

The research results will be useful for researchers who will deal with the analysis of factors influencing the motivation and development of human resources.

METHODOLOGY

For the preparation of this publication is used literature in the field of human resource management, the emphasis on using research in this field, as well as the use of materialistic gathered from documents and the results of the respondents who are involved in this research? Based on the specifics of this

research is to utilize research methods as it combined quantitative and qualitative research, which has helped to collect surveys conducted in public operator Telecom and private commercial Bank (TEB).

The sampling is based on the following criteria:

a) To be a public organization or be a private organization,

b) The organization is officially registered businesses and regular manner.

c) To have more than 100 employees in the organization / business.

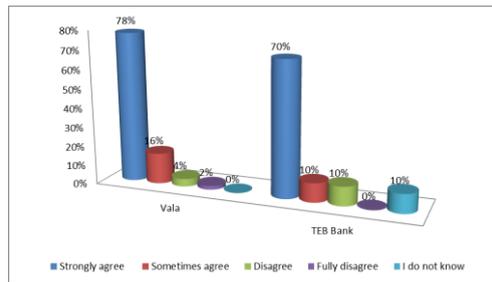
For the preparation of the questionnaire was used early experience with research and consultation with specialists in the field of research. Data, reports and surveys of participants are analyzed in detail, with the aim of creating a clear picture as related to research.

RESULT OF THE SURVEY

The purpose of this research is to present the results of research, namely the presentation of findings in culture and then the data to be analyzed and compared to each other. Research organizations is intended to identify the impact of additional income as bonus in relation to the financial support the professional growth of employees and the impact of health insurance and pension employee motivation.

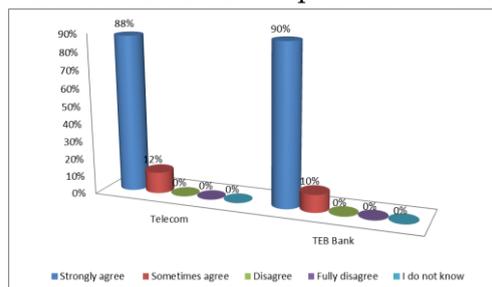
In Chart No. 1; presents results of research on how and motivate employees as additional income as bonus, other monetary compensation.

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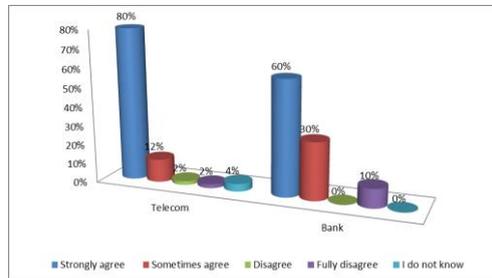
In the graph shows the results of research as additional income motivate employees as bonus compensation as significant monetary and consider them, comparing them to the two organizations surveyed etc. Where 78% of respondents in Telecom strongly agree that additional income as bonus cash compensation motivate and consider quite important ones, 16% of them sometimes disagree, 4% disagree, 2% strongly disagree and 0% was declaration of the respondents who do not know. While workers in Bank have given different opinions with which 70% of respondents strongly agree that additional income as bonus cash compensation motivate and consider quite important ones, 10% of them sometimes agree, 10% do not agree, and 10% was the declaration of respondents who do not know any additional income bonus or monetary compensation for work motivates.

In the graph number 2; presents the results of research and analysis, how we support the professional growth / fixed specializations considered as an important motivation.



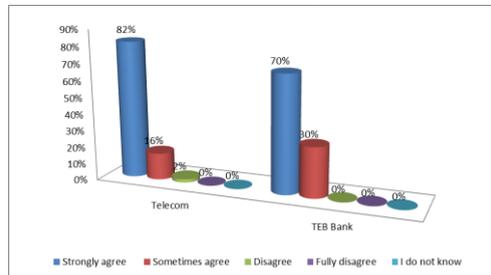
The support in setting professional / certain specializations considered as important motivation where 88% of respondents in Telecom agree completely that we support professional improvement / specializations set motivates them, 12% of them sometimes disagree, disagree 0%, 0 % strongly disagree and 0% was the declaration of the respondents who do not know. In (TEB) Bank 90% of respondents strongly agree that support the professional growth / fixed specializations motivates them, 10% of them sometimes disagree.

In the graph number 3; presents the results of research of the impact of health insurance on the motivation of employees in the organization.



The graph shows the results of research on the impact of health insurance on the motivation of employees, considering how important it as motivation. The 80% of respondents in Telecom strongly agree that health insurance is an important factor of motivation, 12% of them sometimes disagree, 2% disagree, 2% strongly disagree and 4% of the respondents stated that they do not know. While 60% of respondents in Bank strongly agree that health insurance is an important factor of motivation, 30% of them sometimes disagree, 0% disagree, 10% strongly disagree and 0% of respondents do not know. According the analysis we conclude that the employees in Telecom operator motivate more health insurance than employees of Bank.

In the graph number 4; the research findings were presented pension insurance is considered a key motivation of employees.



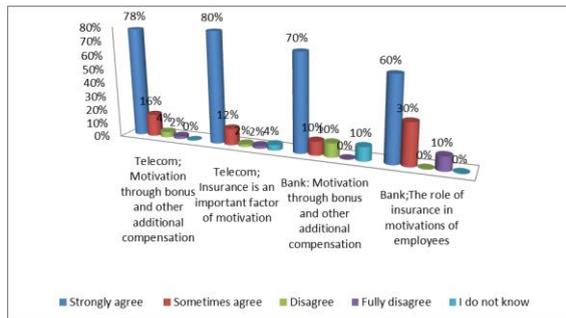
How the pensions are considered an important motivation of employees in the organization Bank and Telecom is presented below. Where 82% of respondents in Telecom strongly agree that pension insurance is an important motivation, 16% of them sometimes disagree, 2% disagree, completely disagree 0% and 0%, and was the declaration of the respondents who do not know. While 70% of respondents in Bank strongly agree that pension insurance is an important factor of their motivation, 30% of them sometimes agree that pension insurance is an important factor of their motivation.

DISCUSSION OF RESULTS

Analysis and discussion of the findings will help identify how and why the bonus should be applied, financial supports employees in specializations assigned, and the role of health insurance and pension, as it affects the motivation of workers working in organizations surveyed.

In Chart number 5; additional revenues are presented as bonus, other monetary compensation in relation to the impact of health insurance on the motivation of employees in the organization.

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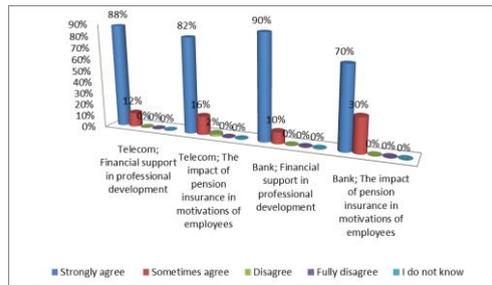


In graphic five research findings were presented as additional income motivate employees as bonus, monetary compensation and how important they consider them, comparing them between the two organizations surveyed. Where 78% of respondents in Telecom strongly agree that additional income as bonus cash compensations considered sufficiently important factor in their motivation, 16% of them sometimes disagree, 4% disagree, 2% strongly disagree and 0 % was the declaration of the respondents who do not know. While 80% of respondents in Telecom strongly agree that health insurance is an important factor of motivation, 12% of them sometimes disagree, 2% disagree, 2% strongly disagree and 4% of the respondents stated that they do not know.

While in Bank, employees have given different opinions with which 70% of respondents strongly agree that additional income as bonus cash compensation motivate and consider them as sufficiently important factor, 10% of them sometimes disagree, 10 % disagree, and 10% was the declaration of respondents who do not know any additional income bonus or monetary compensation for work motivates. While 60% of respondents in Bank strongly agree that health insurance is an important factor of motivation, 30% of them sometimes disagree, 0% disagree, 10% strongly disagree and 0% of respondents do not know. Regarding the analysis we see that

employees Telecom operator motivates more health insurance than employees of Bank.

In Chart No. 6; the analysis results are shown to support the professional growth / certain specializations and pension insurance as the victims motivates the operator Telecom and Bank.



Support in setting professional / certain specializations considered as important motivation 88% of respondents in Telecom who strongly agree that support the professional growth / fixed specializations motivates them, 12% of them sometimes disagree, 0% disagree, 0% strongly disagree and 0% was the declaration of the respondents who do not know. In Bank 90% of respondents strongly agree that support the professional growth / fixed specializations motivates them, 10% of them sometimes disagree.

While 82% of respondents in Telecom strongly agree that pension insurance is an important motivation, 16% of them sometimes disagree, 2% disagree, completely disagree 0% and 0%, and was the declaration of the respondents who do not know. But 70% of respondents in Bank strongly agree that pension insurance is an important factor of their motivation, 30% of them sometimes agree that pension insurance is an important factor of their motivation.

CONCLUSIONS AND RECOMMENDATIONS

The study aims to analyze the importance and role of human resource motivation analyze the effects of additional revenues as a bonus, as well as other monetary compensation which apply the organizations in relation to the impact of health insurance. As well as identifying the impact of financial support professional growth and certain specializations in relation to the impact of pension insurance in motivating employees.

According to data presented above we understand that employees in Telecom operator more motivating health insurance in relation to the additional salary, while Bank's employees have a different opinion in relation to employees in Telecom. We fully agree that Bank motivates more additional salary and that 70% of respondents, while only 60% of respondents strongly agree that motivate health insurance. By comparing the data of research on the impact of health insurance on the motivation of the employees see that 80% of employees in Telecom motivate fact of health insurance, while the Bank declaration of employees is a low percentage. This difference of impact on the motivation of employees in both organizations surveyed believed to arise as a result of what we have just two public organizations applying health insurance, PTK in the framework of that which is the operator Telecom and Post of Kosovo which the 2012 is divided by PTK entity which has inherited and continued safety of employees.

Support in setting professional / certain specializations considered as important motivation 88% of respondents strongly agree that support the professional growth / fixed specializations motivates them, while the Bank 90% of respondents strongly agree that support the professional growth / specializations set motivates them. Only 82% of respondents in Telecom strongly agree that pension insurance is an important motivation, while 70% of respondents in Bank

strongly agree that pension insurance is an important factor of their motivation.

By comparing the role and impact of pension and education we consistently see that there is a marked difference in the percentage, motivates employees more financial support in continuing educations declared 88% of employees in the Telecom and 90% of employees in Bank, this difference is a result of the law obligation on health insurance.

But in the case of the analysis of additional income as bonus, other monetary compensation motivates 78% of respondents in Telecom strongly agree that additional income as bonus cash compensation motivate and consider quite important while only 70% of respondents in Bank strongly agree that additional income as bonus cash compensation motivate and consider it quite important. By comparing them with support in setting up a professional / certain specializations considered as important motivation 88% of respondents in Telecom who strongly agree that support the professional growth / fixed specializations motivates them, while 90% of respondents fully agree that we support the professional growth / specializations set motivates them.

By comparing the results of the survey understand that motivate employees to work very material and non-material factors, motivate them very much as the financial support certain specializations, health insurance, additional income, and pension insurance.

With the aim of motivating and encouraging competition organizations should pay greater attention;

- Support the employees in projects drive demand for professional development,
- Health insurance even in organizations that do not use it,
- Bonuses to further the aim of motivation to employees and encouraging competition in the organization.

The role of the human resources department is primary in identifying factors motivating employees with the aim of promoting competition, productivity and length of life in the operation of the organization's articles of conditions of competition and globalization.

The data presented in the paper will be important for organizations like promoting competition and further research.

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