

**EMPLOYEE ATTITUDE TOWARDS EMPLOYEE BENEFITS A STUDY
CONDUCTED ON KIMS BOLINENI HOSPITALS, RAJAHMUNDRY.****AUTHOR: MUTHABATHULA GOWTHAM, 2nd MBA**EMAIL ID: gautham6661@gmail.com**AUTHOR: Mrs.CH. RAJYALAKSHMI****ASSISTANT PROFESSOR –DMS.**EMAIL ID: Rajeeek@giet.ac.in*Department Of Management Studies***GODAVARI INSTITUTE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)****RAJAHMAHENDRAVARAM, ANDHRA PRADESH, INDIA****ABSTRACT:**

Many have noted the lack of management research on employee benefits, which is surprising because employer-sponsored benefits are a primary concern of executives and employees alike. Moreover, of special interest to scholars, benefits provide a unique opportunity to examine fundamental theoretical and empirical questions about employee behavior and contemporary employment relationships. This paper provides a foundation for such research by providing an overview of the context from which U.S. employer-provided benefit programs evolved and the contemporary state of benefits research in human management. Propositions related to primary employee benefit research are provided.

Behind a successful company there are several factors which affect its activities and performance. These are various economic issues, production processes, capital and people-employees. The human resources of a company largely depend on how the company is able to respond to challenges of the market. Employers are recently trying to take care of their employees much more than just rewarding them with a salary. They provide them a variety of employee benefits with which they try to motivate them to better perform. The aim of the paper is to describe the system of benefits provided by companies in general. The first part of paper contains a general framework of the issue and the second part describes the current situation of providing benefits in Slovakia and abroad, specifically in the United States.

Keywords: Benefits measures, incentives, human resources, management.

INTRODUCTION:

Human resource management is the organizational function that deals with issues related to people such as compensation hiring performance management, organization development, safety, wellness, benefits, employee motivation, communication, administration and training.

Human resources are the most valuable and unique assets of an organization. The successful management of an organizations human resources is an exciting. Dynamic and challenging task, especially at a time when the world has become a global village and economics are in a state of flux. The scarcity of talented resources and the growing expectation of the modern-day worker have further increased the complexity of human resources function.

INDUSTRY PROFILE:

In India, a universal healthcare model is followed. This model is mostly administered at the state level rather than the federal level. The Constitution of India makes the provision of healthcare industry, the responsibility of state governments, rather than the central federal government. This will, in turn, make each state responsible for increasing the standard of living of its residents and improve the public health as a part of its primary duties. The National Health Policy was supported by the Parliament of India in 1983 which was also updated in the year 2002 and then again in 2017. The four primary updates that were given in 2017 focus on the increased count of non-contagious diseases that are on a continuous rise which has in turn impacted the overall expenditure of treatment and research by the hospitals. However, private healthcare is often said to be responsible for healthcare industry in India, and most payments are made from the patients' or families' pockets instead of health insurance. Government health insurance policy has so far encouraged the expansion of private-sector.

COMPANY PROFILE:

The oldest hospital from the KIMS Group was founded in 2000 at Nellore, by Dr. Bhaskar Rao Bollineni, a cardiac surgeon, who has performed over 30,000 surgeries. Shortly after, in 2002, he started another hospital in Rajahmundry in 2002. In 2004, KIMS group's flagship hospital, KIMS Secunderabad hospital was established, which is now a 1000-bedded

hospital. Over the course of the next decade, the group expanded to several other cities in Andhra Pradesh and Maharashtra, having a total capacity of 4000 beds.

In 2015, KIMS Hospital received the first Green Operation Theatre certification in Andhra Pradesh, and Telangana, KIMS Hospital was awarded an 'Association of Health Care Providers India (AHPI) Award 2017' in the Patient Friendly Hospital category, for Telangana region in 2017. Dr Bhaskar Rao's son Abhinay Bollineni is currently the CEO of KIMS Hospitals.

In 2021, Krishna Institute of Medical Sciences launched its initial public offering (IPO) and became a public company.

SCOPE OF THE STUDY:

- ❖ To Attract and retain the best employees in the organization
- ❖ To fulfil the need of the employee which he himself cannot provide such as protection against accidents and hazards
- ❖ Some special allowance provided to the employees to enhance their standard of living so as to increase their quality of working life.
- ❖ Providing benefits to the employees enhances the image of the organisation in the eyes of the people in general and the consumers in particular.
- ❖ The benefit by way of spending on the training and development of the employees and for improving the working conditions are provided.

OBJECTIVES OF THE STUDY:

- ❖ To understand the organization culture of the KIMS HOSPITALS.
- ❖ To study the level of satisfaction among employees regarding the benefits provides to them.
- ❖ To assess the awareness level among employees regarding the benefits.
- ❖ To estimate the opinion of employees on various employee benefits provided by the organization.
- ❖ To take care of the life and health-related needs of an employee by providing life and health insurance.

- ❖ Employee Benefits keeps them safe amidst the turmoil that life can take a turn into – without any prior information!
- ❖ To maintain a common standard of benefits as compared to other companies.

METHODOLOGY:

Methodologies are a systematic procedure of collecting information in order of analyses and verify a phenomenon. The collection of information is done two principles sources. They are as follows

- **Sampling Design**
 - A sample design is a finite plan for obtaining a sample from population. Simple random sampling is used for this study.
- **Sample Size**
 - Sample size was taken by 50 employees in KIMS HOSPITALS, RAJHMUNDRY.
- **Tool of Analysis**
 - The data is presented through charts and tables. The collected data was analyzed with the help of simple percentage, bar diagrams and pie-diagrams.
- **Methods of Data Collection**
 - The data was collected through primary and secondary sources.

PRIMARY DATA:

It is the information collected directly without any references, in this study it is gathered through interviewing the employees in KIMS HOSPITALS, either individually or collectively some of the information has been verified or supplemented with personal observation conducting personal interviews with the concerned head of human resources department.

SECONDARY DATA:

The secondary data was collected from relevant available reports in HR department and company website and also discussion with the management of the organization.

DATA AND ANALYSIS AND INTERPRETATION:

TABLE -1
Age wise classification of employees

Age	No of Respondents	% of Respondents
20-30	15	30%
30-40	25	50%
40-50	10	20%
50 and above	0	0%
Total	50	100%

Source: Data compiled From Questionnaire

Source: From Table 5.1

The above graph shows that 50% of employees are between 30-40 years, 30% of employees are between 20-30 years, 20% of employees are between 40-50 years.

TABLE -2
Are you satisfied with promotion policies in your organization?

Particulars	No of Respondents	% of Respondents
Highly Satisfied	10	20%
Satisfied	22	44%
Neutral	8	16%
Dissatisfied	6	12%
Highly Dissatisfied	4	8%

Total	50	100%
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Source: Data Compiled from questionnaire

Source: From Table 5.2

The above graph shows that 44% of employees responded as they are satisfied with promotion policies of organization, 20% responded as they are highly satisfied, 16% neutral, 12% dissatisfied and 8% highly dissatisfied with promotional policies of organization

TABLE-3

What is the satisfaction level of job security existing in the Kims hospitals?

Particulars	No of Respondents	% of Respondents
Highly Satisfied	15	30%
Satisfied	10	20%
Neutral	20	40%
Dissatisfied	5	10%
Highly Dissatisfied	0	0%
Total	50	100%

Source: Data compiled From Questionnaire

Source: From Table 3

The above graph shows that 40% of employees responded as Neutral about their satisfaction level in their job security 30% responded as Highly satisfied, 20 % responded as Satisfied and 10% responded as Dissatisfied for satisfaction level of job security in company.

FINDINGS:

- ❖ KIMS hospitals has a well-defined organization structure
- ❖ There is a harmonious relationship is existing in the organization between employees and management.
- ❖ The employees are really motivated by the management.
- ❖ Maximum number of employees are satisfied with the present incentive plan of the company.

- ❖ The study reveals that there is a good relationship exists among employees.
- ❖ Majority of the employees agreed that there are satisfied with the promotional provided by their organization.
- ❖ Majority of employees are happy with their retirement's benefits
- ❖ Management and staff maintain good relationship and had a good communication between them,
- ❖ Most of the Employees gets extra rewards from their privileged leaves and casual leaves.

CONCLUSION:

In this conclusion incentives, benefits and health concern is an interesting area in human resource to study. In the workplace employee benefits is very Important as it aims at improving job satisfaction and also the staff morale.

An incentive tends to raise the self-esteem of the workers and at same time makes the workers be proud of the organization they are working for.

Provisions of incentives day in day out help to attract more qualified personnel to the organization which will, in turn raise the company competitiveness in the market, Benefits that are often directed to the workers is also important when it comes to propagating staff morale.

Giving benefits such as health insurance and family free time helps workers to energize and be more productive once they are back in the workplace. Safety/health concern also matter a lot since when workers know that the employer is concerned about their welfare, they are able to accomplish their duties with no or less fear. Compensation, incentives benefits and safety/health concern are very important in any modern workplace an all the managers across the globe need to consider this.

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