

Factors affecting Quality of Work-Life - A Case study at TVS Motors and Hero MotoCorp Ltd

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ABSTRACT

Purpose: *The central aim of this study is to explore and examine various aspects pertaining to the Quality of Work Life (QWL) experienced by employees. and their performance at TVS Motors and Hero MotoCorp Ltd. The Quality of Work Life concept aims to enhance productivity by providing improved opportunities to employees within the workforce. The findings of this study will enable the management of TVS and Hero MotoCorp to reevaluate their processes and implement measures to foster increased performance and boost employee satisfaction. By incorporating feedback from employees, both organizations can prioritize initiatives such as offering incentives and recognition, as well as implementing career advancement training programs to facilitate professional growth.*

Design/Methodology/Approach: *This study employed a descriptive research design, utilizing secondary data collection methods. Data was gathered from various sources, including company websites such as TVS Motors and Hero MotoCorp Ltd., as well as journal articles sourced from Google Scholar and relevant business websites. By leveraging these diverse sources of information, a comprehensive evaluation was conducted to provide a detailed analysis of the subject matter.*

Findings/Result: *The findings of this study led to the conclusion that both TVS Motors and Hero MotoCorp had effectively thought-out organisational coping mechanisms. Both businesses prioritise several aspects for the benefit and enjoyment of their employees. TVS Motors and Hero Honda initiatives have greatly improved employee performance at work. These components help the employees reach their individual and professional goals, which promotes their healthy well-being.*

Originality/Value: *This paper attempts to study the factors adopted by TVS motors and Hero MotoCorp in Quality of Work Life using secondary data. By redesigning their factors and strategies, the management of TVS and Hero MotoCorp will be able to boost worker productivity, which will ultimately boost the performance of the company as a whole.*

Paper Type: *Case Study.*

Keywords: Employee performance, Organizational factors, Quality of Work Life, Training, TVS Motors, Hero MotoCorp Ltd.

1. INTRODUCTION :

The Quality of Work Life (QWL) approach to managing people is viewed as an alternative to the control approach. People are seen by the Quality of Work Life approach as an "asset" rather than a "cost" to the organisation. It believes that allowing people to manage their own work and make decisions enhances their performance. This technique encourages people by meeting their psychological and social needs as well as their economic needs. Organizations must focus on job design and work organisation to satisfy the new generation workforce (Hoonakker, P., et al. (2004). [1]). Organisations must make a consistent effort to provide employees with more opportunities for work performance and collaboration on overall effectiveness in order to achieve the Quality of Work

life (Abdellah Mejbel, A., et al. (2013). [2]). Because of this, every organisation with strong effectiveness that is entirely, voluntary looks for ways to encourage employees to use their own talent and intelligence, which can be controlled through appropriate Quality of Work Life (Huang, T. C., et al (2007). [3]). Quality of Work Life is the extent to which employees of a company are able to meet significant personal needs as a result of their experience there (Saraji, G. N., et al. (2006). [4]). Work of High-Quality Life has earned its equitable place in organisational behaviour as a barometer of the general quality of life at work. Any organisation needs it because it affects employees work, performance and self-development as well as the organization's growth. It essentially refers to how the worker interacts with the environment in which he works. It focuses on fostering an environment at work where staff members collaborate to accomplish shared objectives (Daniel, C. O. (2019). [5]).

1.1 Meaning of Quality of Work Life:

The complementary and essential nature of the work environment for those employed by an organisation is referred to as Quality of Work Life. The stage of life known as "work productivity" is when employees of a particular organisation can satiate significant personal needs as a result of their experiences there (Kotes, P. (2022). [6]). Since there is evidence linking the nature of the workplace to employee satisfaction and work-related behaviours, quality of work life is important (Swamy, D. R., et al. (2015). [7]). A process called "Quality of Work Life" is based on values and is meant to achieve both overall goals and enhance employees' quality of life at work (Hasanmoradi, N. (2011). [8]). Since all workers spend the majority of their mature lives at work, devoting time, energy, and physical and emotional resources to their work, Quality of Work Life serves as a symbol of the importance of human values in today's society (Bora, B. (2015). [9]). A process known as Quality of Work Life is based on values and aims to improve employee quality of life at work while also enhancing organisational effectiveness (Ramawickrama, J., et al. (2017). [10]). QWL, or Quality of Work Life, refers to the holistic accumulation of both material and immaterial values that an employee has acquired throughout their career, emphasizing the comprehensive nature of the benefits, experiences, and personal growth resulting from a fulfilling and enriching work environment. The right factors for retaining and motivating employees may include aspects of work-related life like pay and hours, workplace culture, services and benefits, career opportunities, and interpersonal relationships (Smriti Chand (2021). [11]). Hence, the clear goal is to attain a harmonious balance between increased productivity and job satisfaction, recognizing that both are essential outcomes for individuals who contribute their efforts toward fulfilling work responsibilities.

1.2 Employees Performance:

The ultimate capacity of an employee to apply their knowledge and abilities in an effective and efficient manner is referred to as employee performance. Employee performance is solely correlated with physical and academic profiles, according to research to date (Mohiuddin, Z. A. (2017). [12]). Employees performance is critical in achieving results in accordance with international standards. Individuals' performance is solely determined by the policies of the relevant institution relating to their compensation strategy, incentives, bonus payments, annual increments, and other fringe benefits and special rights (Khan, I., et al. (2016). [13]). Employee performance is an important factor in determining organisational success. Employee performance is defined as how well a person performs his or her job duties and responsibilities. Employee performance improves when they are both physically and emotionally motivated to work. Additionally, it was mentioned that improving the working environment can help to decrease absenteeism and can boost productivity at work by improving employee performance (Boles, M., et al. (2004). [14]).

Employee performance can be viewed as a summary of the results attained for each task performed during a given time period. Although it can also be measured in terms of behaviour, employee performance is typically expressed in terms of results. Managers can get a picture of how the business is doing by monitoring employee performance. This contributes to long-term growth strategies and shows what businesses can do right away to improve their operations (Deadrack, D. L., et al. (1997). [15]).

Focusing on employee performance, however, has benefits that go beyond those of the company. It promotes overall performance while enabling employees to work to the best of their abilities. This can raise morale and improve the calibre of output.

2. RELATED WORKS :

Table 1: Literature Review

S. No.	Focus	Contribution	Reference
1.	Information systems personnel's work life experiences, engagement at work, and quality of work	In this study, the work engagement of managers and professionals in the field of systems engineering (IS) is evaluated, and it is also looked at how involvement affects the standard of living at work. In addition to interaction patterns between some of the research variables for IS employees with limited, reasonable, and greater levels of work involvement, the results show that there are big differences in how much work effort IS employees put in.	Igbaria, M, et al. (1994). [16]
2.	Dimensions of hospital nurses quality of working life.	The study delved into the multifaceted quality of working life for 56 nurses, discerning six distinct dimensions: socio economic significance, demographic factors, organizational and work-related elements, interpersonal dynamics, and self-actualization. Within this research, the spotlight was directed towards concerns underscored by participants in focus group discussions. Noteworthy themes encompassed the effective navigation of shift work while balancing familial obligations, provision of suitable accommodation, availability of support resources, and the evaluation of nurses' clinical advancement paths and compensation structures.	Hsu, M. Y, et al. (2006). [17]
3.	Quality of the workplace: Theoretical and methodological issues, as well as the introduction of a new model and measurement tool	According to the study, measuring Quality of Work Life has two advantages: (1) It does away with the need to rely on concepts related to an employee's well-being or mental health, such as work satisfaction, work stress, etc.; and (2) It does away with the need to coordinate a variety of unrelated assessments whose results must be added up to represent Quality of Work Life.	Martel, et al. (2006). [18]
4.	Personality and work life balance	According to the study, specific organizational fit—which includes both personal and external aspects of work-related rewards, work experience, and working conditions—determines QWL in addition to the interaction of personal and situational factors.	Kaushik, N. (2008). [19]
5.	Evidence from Indian organisations on the variables influencing the quality of work-life.	According to the research conducted in "Quality of Work Life: Empirical Evidence from Indian Organizations," prioritizing the overall development of employees emerges as the most crucial factor that significantly influences the quality of working life,	Sinha, C. (2012). [20]

		underscoring the significance of fostering opportunities for growth, learning, and personal advancement within the workplace.	
6.	Employee performance and organisational culture	The study has identified the organizational system culture and evaluated the performance management process through the utilization of a balanced scorecard, highlighting the importance of assessing both cultural factors and performance metrics to gain a comprehensive understanding of an organization's effectiveness and alignment with its strategic objectives.	Awadh, A M, et al. (2013). [21]
7.	An investigation into the quality of life for textile workers.	The research concentrated on the variables that influence employees' QWL, employee satisfaction with their existing level of QWL, and an effect of QWL. The workers from equitable textile units were considered. Motivational insights have a big impact on how well employees live their lives and how they live their lives. Higher pay has historically been expected by workers in order to improve their standard of living.	Ratnamani, P, et al. (2013). [22]
8.	Wages and performance of employees: The standard of living at work for moderators	The study emphasized whether workplace conditions have an impact on how much an employer pays its employees. The findings revealed that employee performance wages had a significant negative impact. Another finding is that internal motivation has a greater impact than external motivation Workplace quality acts as a quasi-moderator, reducing the wage variable.	Gunawan, H, et al. (2015). [23]
9.	Factors Influencing Academicians' Work Life Quality	Academicians' quality of work life is influenced by seven factors, including HRD weather, a demanding work environment, intrinsic motivational environment, successful work-life, work engagement, teamwork, and health and wellbeing employee-management relations.	Gupta B, et al. (2016). [24]
10.	Factors Affecting Private Cab Drivers' Quality of Life	Key factors to consider in evaluating Quality of Work Life include interpersonal relationship, occupational stress, social aspects of work-life, compensation fairness, social relevance, accidents and environmental factors, safety, health, well-being, risks associated with work schedules, job and social security.	Kumari L, et al. (2016). [25]
11.	Enhancing Workplace Quality of Life: Exploring the Impact of Online Learning for Career	Unleashing Career Development Potential: Exploring the Influence of Career Growth on Employee Quality of Work Life and Job Satisfaction	Chandrasekar, et al. (2018). [26]

	Development in the Automotive Industry		
12.	Factors Affecting Married Men and Women's Quality of Life in the Leather Industry	The study demonstrated that occupational hazards and the work atmosphere are the highest influencing factor on the quality of life.	Pandu, A. (2018). [27]
13.	A Study of Factors Influencing Workplace Quality at Reliance	The study emphasizes that Since employees are the company's morale's foundation, management and employees emphasis on excellent organization has a positive impact on the quality of work life.	Rao B.P. (2018). [28]
14.	The impact of Work-Life Quality on Mumbai BPO Employee Performance	Employee absenteeism, retention, efficiency, physical and mental health of employees, employee motivation and commitment, dedication to work, quality of service to customers, grievances and complaints, wastages and property damage, work-related stress, burnout levels, and health issues, loyalty, and organisational stability all had a positive and significant impact on these factors. which will result in improved employee performance at work.	Arte, A, et al. (2019). [29]
15.	Women Professionals' Work Life Quality in Selected Information Technology Firms	Since no other study of the quality of life at these companies has ever been done, the research on the quality of life for female professionals working in Chennai is unique. According to the findings of the study, certain factors, such as work performance and workplace culture, play a significant role in improving the quality of work life in each of these companies.	Sivasakthivel, et al. (2019). [30]
16.	Performance and quality of work life (QWL) are related.	This study includes the right to adequate and fair pay and benefits. Compliance with the provisions of health and safety factors, Possibilities for more development and staff protection Work acceptance entity, Work as well as sociocultural reliance on society, along with personal lives, in charge of all of the living area in the environment, Integration improved human abilities.	Sayed Mehdi Hosseini, et al. (2010). [31]

3. OBJECTIVES OF THE STUDY :

- (1) To identify various factors influencing the Quality of Work Life of the employees at TVS Motors & Hero MotoCorp Ltd.
- (2) To analyze the important components of Quality of Work Life.
- (3) To analyze the employees level of Performance

4. METHODOLOGY :

This was a descriptive investigation. Comprehensive Appraisal through Secondary Data: Leveraging Company Websites, Journal Articles, and Business Websites to Explore Quality of Work Life in Chennai Companies with a Focus on TVS Motors and Hero Motor Corp Ltd.

5. PROFILE OF TVS MOTOR COMPANY :

With sales of more than 18,217 crores (over US\$2.9 billion), TVS Motor Company is the third-largest two-wheeler manufacturer in India. It has a capacity of more than 4.95 million vehicles and sells over

3 million units annually. With sales to more than 60 nations, TVS Motors ranks as the second-largest exporter from India. TVS Motor manufactures the broadest selection of two-wheelers, including commuter motorcycles, racing-inspired bikes like the Apache series, and mopeds, scooters, and RR310 (Agarwal, A., et al. (2018). [32]).

TVS Motors' vision is that employees are the brand ambassador of every organization and its mission concentrates on the growth and well-being of the employees. TVS Motors concentrates on developing the talents of employees by giving training and planning for their professional advancement. Fostering Employee Growth and Well-being: TVS Motors' Commitment to Cultivating Potential, Ensuring Safety, Health, and Environmental Responsibility, and Nurturing Strong Collaborative Partnerships (Shah, S., et al. (2011). [33]).

6. QUALITY OF WORK LIFE AT TVS :

As a top producer of products for personal transportation, TVS Motor Company is committed to incorporating environmental, occupational health, and safety concerns into all business operations and promoting the welfare of both employees and society as a whole. Prioritizing Employee Well-being: TVS Motors' Significant Role in Ensuring workplace Safety, Optimal Working Environment, Occupational Health Support, and Employee Training and Counselling. Through organized training and career development planning, TVS Motors works over a long period of time to enhance employee talents and boost job satisfaction. All of TVS Motors' employees are supported in their self-renewal efforts and sense of self-worth Bhargavi, M. (2015). [34]).

7. FACTORS AFFECTING QUALITY OF WORK LIFE AT TVS MOTORS :

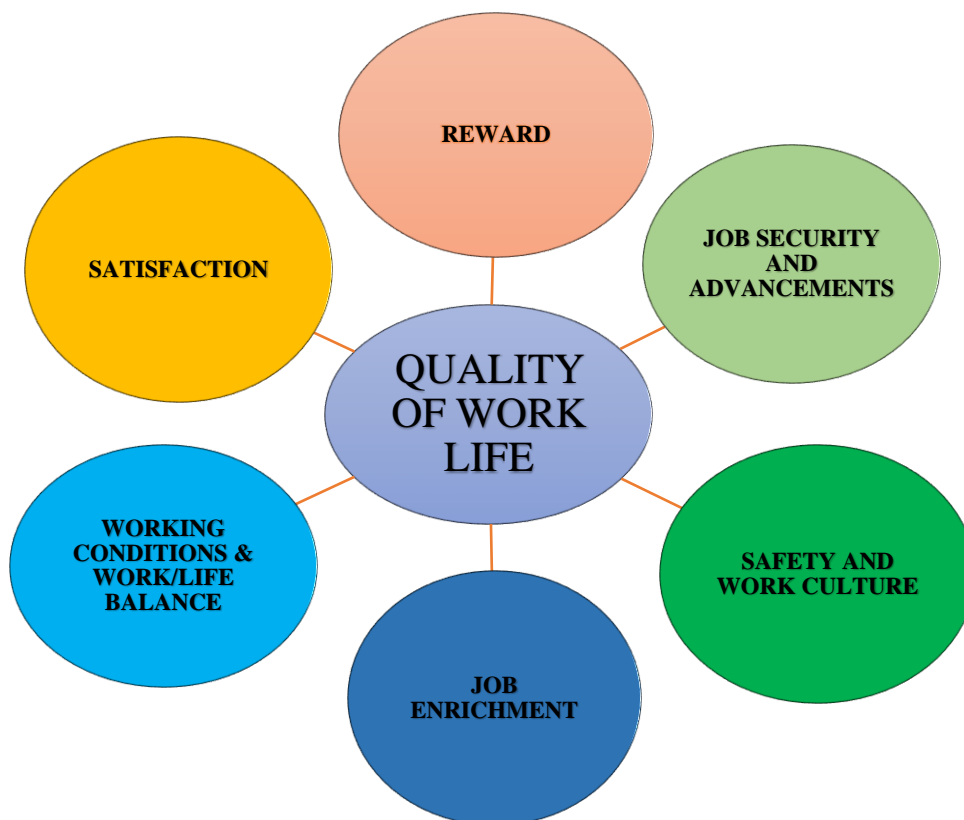


Fig. 1: Factors affecting Quality of Work Life at TVS Motors
Source: Author

Table 2: Factors affecting Quality of Work Life at TVS Motors

Elements	Description
Reward System	TVS Motor prioritises an equitable, fair, and competitive market-based approach to award administration. When compared to auto-majors, the company's pay structure (Cost to Company) is competitive, and each position is explored to an

	equivalent competitive industry in regards to Cost to Company, Mark to Market, Business Affordability, Individual Job Performance, and Compensation Review. The primary aspects of Reward philosophy are Position, Performance, and Proficiency (Guest Blogger (2021). [35]).
Job Security and Advancement	The majority of people desire career job security. When we are certain that we will be able to keep the job relatively easily and do not have to worry about various risks that may result in us losing our job, we can focus on improving our work and furthering our careers. To boost success and productivity at work, employers and business owners must create and implement a clear job security policy (TVS Health & Safety Policy (2020). [36]).
Safety and work culture	Commitment to Employee Health and Safety: TVS Motors' Ongoing Enhancement of Safety Management System and Ensuring Compliance with Applicable Laws for the Well-being of Employees and Subcontractors. The attached safety rules and procedures have been brought to the attention of all employees, and they should be aware that failure to follow them could result in disciplinary action (Brayfield, A. H., et al. (1955). [37]).
Job enrichment	The practice of "job enrichment" entails enhancing the appeal of already-existing jobs by including new elements. The addition of new tasks (also known as job enlargement), skill diversification, giving jobs meaning, boosting autonomy, and providing feedback are just a few examples of job enrichment. The creation of an inspiring job is the aim of work enrichment. This can be done, for instance, by adding extra tasks that give an employee a stronger sense of purpose in their work to a routine, "boring" job (Beauregard, T. A., et al. (2009). [38]).
Work conditions and work-life balance	A key component of changing an organization's culture to advance gender equality is work-life balance. Work-life balance is crucial for all employees, and it entails making sure that everyone is supported appropriately in their career advancement while also having personal obligations outside of work, such as caring obligations (Rubel, M. R. B., et al. (2014). [39]).
Job satisfaction	Job Satisfaction: The Positive Attitude towards Work Influenced by Environmental Factors and Job Design, where Autonomy, Variety, Task Identity, Task Significance, and Feedback Play Crucial Roles in Shaping Employee Satisfaction. Similar to how workplace acceptance affects employee satisfaction, orientation is essential. The overall environmental system has the power to either raise or lower job satisfaction (Rajashekharaiyah, J. (2014). [40]).

8. OVERVIEW OF HERO MOTORCORP LTD. :

Global Leader in Two-Wheeler Production: Hero MotoCorp Ltd. (Formerly Hero Honda Motors Ltd), the Largest Two-Wheeler Manufacturer Worldwide, Based in India. Driving India's Mobility: Hero MotoCorp Ltd., Achieving the Milestone of Being India's Largest Two-Wheeler Manufacturer and Sustaining the "World No. 1" Position in Annual Sales Volume Since 2001. Every Second Motorcycle Sold in India is a Hero Honda, with the Iconic Splendor Being Purchased Every 30 Seconds, Anchoring the Vision of Empowering a Mobile and Independent India (Shah, S. (2011). [41]).

Hero Honda's dedication to customers, quality, and perfection, as well as its commitment to upholding the highest moral and societal standards, served as the inspiration for this vision. Hero Honda thinks that maintaining focus on your vision will help make that dream become reality the quickest. Strategy Innovation has been the main driver of Hero Honda's major business strategy, which includes aggressive network expansion, establishing a strong product range across categories, exploring new markets, and continuing to invest in brand-building initiatives. Hero Honda's objective is to work toward a synergy between technology, systems, and human resources in order to develop goods and services that satisfy its customers demands for quality, performance, and cost. While doing so, uphold the highest standards of morality and social responsibility. Hero Honda's commitment to this objective propels the company to new heights of excellence and enables it to develop a special rapport with each of its stakeholders (Jeshurun, S. B., et al. (2013). [42]).

9. SWOT ANALYSIS OF TVS MOTORS LTD. :

A tool for assessing a company's competitive position and creating strategic plans is the SWOT analysis.

Table 3: SWOC Analysis of TVS Motors Ltd

Strengths	Weaknesses
<input type="checkbox"/> Several Sub-Brands <input type="checkbox"/> Excellent Financial Performance <input type="checkbox"/> Outstanding Research & Development skills	<input type="checkbox"/> Smaller Scale <input type="checkbox"/> Dependent on the Indian Market
Opportunities	Challenges
<input type="checkbox"/> Expanding Market <input type="checkbox"/> Expanding Indian Three-wheeler Market <input type="checkbox"/> Global Expansion	<input type="checkbox"/> Brutal Competition <input type="checkbox"/> Environmental-related rules <input type="checkbox"/> Enhancement of Public Transportation

9.1 Strengths in TVS SWOC Analysis:

Strong Financial Performance: TVS Motors' Recent Years Marked by Profitability, with a 4.8 Percent Operating Margin and 12.3 Percent Income Growth in FY2019. Notably, Shareholder Equity has Increased, Facilitating Improved Financial Stability and Supporting Expansion Strategies. In fiscal year 2019, the company made a profit of Rs. 1081.15 crores. Strong research and development efforts of TVS have allowed for ongoing product innovation and the incorporation of newer technologies into its products. TVS benefits strategically from this. One of the biggest brands and a brand with a high brand value for the two-wheeler sector in India. Numerous products throughout all categories. Excellent delivery and lots of service locations. Over 40,000 people work for the TVS Group, which serves over 15 million.

9.2 Weaknesses in TVS SWOC Analysis:

Strategic Market Positioning: TVS Motors' Sales Growth, although Smaller in Comparison to Bajaj Auto and Hero MotoCorp, Reflects Progress in Recent Years. The Company Faces Capital Advantages in Comparison to its Larger Competitors. However, TVS's Main Market is India, accounting for over 75% of its Sales, Resulting in a Geographically Concentrated Focus. Consequently, any Changes in the Indian Market can Significantly Impact the Company's Financial Outlook.

9.3 Opportunities in TVS SWOC Analysis:

Rapid Growth and Future Prospects: The Indian 2-Wheeler Market Experiences Swift Expansion, with Continued Demand and Promising Growth Foreseen in the Coming Years. India Emerges as the Market with the Fastest Growth Rate in the Two-Wheeler Sector. TVS now has the chance to take advantage of the resulting need and demand. The markets for three-wheeled passenger and cargo carriers are growing in India. The market for three-wheelers expanded at a 4.4% CAGR. TVS is also given an opportunity by it. In order to benefit from the global motorcycle industry's promising future, which is predicted to grow at a 6.3 percent CAGR by 2021, TVS will eagerly expand its operations abroad. One of the sectors with the fastest growth is the two-wheeler market. Exports of bicycles are rarely unnoticed by foreign buyers.

9.4 Threats in TVS SWOC Analysis:

Intensified Competition and Adaptive Challenges: The Indian Two-Wheeler Market Witnessing the Entry of Multiple International and Domestic Brands such as Yamaha, Honda, Bajaj Auto, and Hero MotoCorp. TVS, operating in a Highly Competitive Landscape, Necessitates Continuous Adaptation for Survival. Furthermore, the Company Faces the Burden of Stringent and Evolving Environmental Regulations, Resulting in Increased Compliance Costs. The expansion of India's public transportation system endangers the entire passenger vehicle sector. Government regulations might also have an impact on TVS. (Uma Maheswari, J. L. (2014). [43]).

10. QUALITY OF WORK LIFE AT HERO MOTOCORP LTD :

Prioritizing Safety and Health: Hero MotoCorp's Commitment to Providing Secure and Healthy Working Environments for Employees and Stakeholders, Recognizing the Positive Impact on Business

Performance, Employee Engagement, and Productivity. The Company Utilizes Benchmarking Surveys to Ensure Competitive Salaries for Key Management Personnel, Senior Management, and Staff, Considering both External Competitiveness and Internal Parity (Devaki, V., et al. (2013). [44]). According to the company's approved performance management methodology, Hero MotoCorp will conduct annual performance reviews of all of its workers. The promotion of meritocracy will occur if strict performance differentiation is implemented. The rating of an employee will be considered when determining variable and merit pay increases. The company is committed to actively managing diversity as a means of improving performance by recognising and utilising the diverse talents and aptitudes of its directors, executives, and employees (Dayal, S., et al. (2016). [45]).

11. FACTORS AFFECTING QUALITY OF WORK LIFE AT HERO MOTOR CORPORATION LTD. :

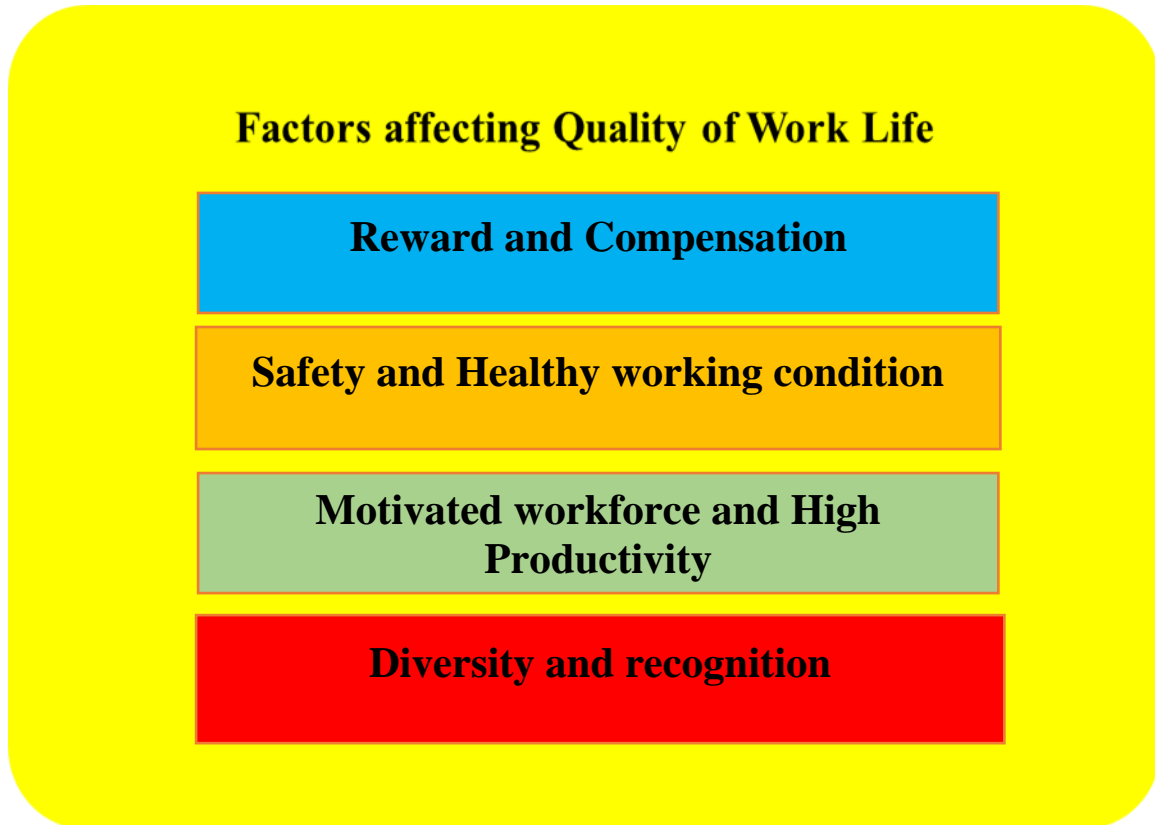


Fig. 2: Factors affecting Quality of Work Life at Hero MotoCorp
Source: Author

Table 4: Factors affecting Quality of Work Life at Hero MotoCorp

Elements	Description
Reward and Compensation	The remuneration received by an employee in exchange for his or her contribution to the organisation is referred to as compensation. It is a method of balancing the work-employee relationship by providing employees with monetary and non-monetary benefits. Compensation is an important component of human resource management because it promotes employee motivation and organisational effectiveness (Panday, K. K. (2021). [46]).
Safety and Healthy working condition	Promoting Safe and Healthy Workplaces: Hero MotoCorp's Dedication to Ensuring Safety and Well-being for Employees and Stakeholders, Recognizing the Positive Effects of Safe Practices on Business Performance, Employee Motivation, and Productivity. (Sulthana, M. N., et al. (2021). [47]).

Motivated workforce and High Productivity	The majority of employees require motivation to be happy and perform well at work. While money motivates some employees, rewards and recognition motivate others. Employee productivity is directly affected by workplace motivation. When employees are happy in their jobs, they perform to the best of their abilities, which increases production. (Deshpande, R. (2016). [48]).
Diversity and recognition	In an environment that is inclusive of diversity, workers grow to feel a sense of belonging. Better outcomes are produced by connected employees who work harder and more intelligently. Businesses experience significant improvements in business outcomes, innovation, and decision-making as a result of implementing D&I practices. (Husain, Z. (2020). [49]).

12. SWOC ANALYSIS OF HERO MOTOCORP :

Table 5: SWOC Analysis of Hero MotoCorp Ltd.

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ Brand Equity ➤ Wide Range of Products ➤ Recognitions and Awards: ➤ Mergers and Acquisition: ➤ Good Returns on Capital Expenditure: ➤ Skilled Workforce 	<ul style="list-style-type: none"> ➤ Intense Competition ➤ Lack of Innovation ➤ High attrition rate ➤ New Technology
Opportunities	Challenges
<ul style="list-style-type: none"> ➤ Growing Industry ➤ Electric Vehicles ➤ Hybrid Vehicles: 	<ul style="list-style-type: none"> • Intense Competition • Alternative Transportation • Government Regulations • New Entrants

12.1 Strengths in Hero Moto Corp Ltd SWOC Analysis:

The business has a sizable geographic footprint, a diverse customer base, and a strong sense of brand identity. It is able to maintain market dominance while raising customer satisfaction thanks to its focus on ongoing product innovation. The company had earned the trust of parents and was well-respected because of its business strategy of giving kids a safe learning environment through collaboration with schools, business networks, and teachers. Due to the over 200 activities, 90 different deals and careers for every child, and additional advantages like loyalty programmes, children prefer Hero MotoCorp case assistance parks.

12.2 Weaknesses in Hero Moto Corp SWOC Analysis:

Growth Limitations and Financial Challenges: Hero MotoCorp's Restricted Expansion Potential, Both Domestically and Internationally, Due to Insufficient Financial and Technological Resources. The Company Faces Adverse Effects on Financial Performance from Currency Depreciation, Specifically the Mexican Peso. Additionally, Diversification Efforts are Hindered by a Lack of Knowledge and Experience in Operating in Industries such as Fashion and Theme Parks.

12.3 Opportunities in Hero Moto Corp SWOC Analysis:

Capitalizing on Growth Opportunities: Hero MotoCorp's Strategic Entry into the American Entertainment Industry to Tap into the Rising Demand for Amusement Parks in the United States. Leveraging Mexico's High Internet Penetration, the Company Can Seize the Opportunity by Establishing an Interactive Digital Platform for Brand Marketing and Customer Attraction, Maximizing Reach and Engagement.

12.4 Challenges in Hero Moto Corp SWOC Analysis:

Both domestic and foreign competitors pose a serious threat to Hero MotoCorp, and consumer preferences and entertainment trends are changing quickly. The service runs the risk of losing its status as a market leader and dominant brand. The likelihood of many rivals copying the company's business model is higher. The key element in determining a company's success and its core competency is its business model. The company's financial stability may be at risk due to the Mexican peso's ongoing depreciation against the US dollar (Aithal, P. S. et al. [50], Sreen, N., et al. (2017). [51]).

13. FINDINGS :

TVS Motors

- (1) As per the reviews it was found that the respondents were given pre-training sessions.
- (2) Findings Show that a Majority of Respondents Do Not Find Relaxation or Enjoyment during Lunch Breaks or Free Time.
- (3) Majority of the respondents agree that they were not given additional training and education.
- (4) According to the reviews, the majority of respondents expressed satisfaction with the workplace climate and culture.
- (5) Respondents concur that performance should be the basis for professional development.

Hero Honda Moto Corp

- (1) Respondents were satisfied with the work culture and environment
- (2) Respondents revealed that they get good support from the manager.
- (3) As per the reviews it was found that they were able to meet personal goals.

14. SUGGESTIONS :

- (1) Both TVS and Hero Honda Motor Corp should offer fair and equitable remuneration to casual workers and temporary employees.
- (2) Both companies must consider health and safety programmes for employee welfare and to improve employee QWL.
- (3) Alternative work schedules should be arranged for employees, to reduce the workload and work stress in their workplace.
- (4) Sound promotion policy and career development should be followed for improving the QWL of employees and increasing their productivity.
- (5) The companies should rearrange the job design and job enrichment to improve the work lifestyle quality of employees
- (6) Various opportunities must be given to the employees to learn new skills.
- (7) Companies should consider the importance of health and safety measures for the welfare of employees.
- (8) Giving benefits (monetary) and awards to employees for their work-related contributions might further increase their pleasure at work.
- (9) Each department's employees should be chosen to serve on the working committee, and quality circles can be created
- (10) Performance needs to be the basis for career advancement
- (11) Opportunities should be given to workers & Deputation channels could be improved

15. CONCLUSION :

The findings of this study led to the conclusion that both TVS Motors and Hero MotoCorp had effectively thought-out organisational coping mechanisms. Both businesses prioritize several aspects for the benefit and enjoyment of their employees. TVS Motors and Hero Honda initiatives have greatly improved employee performance at work. These components help the employees reach their individual and professional goals, which promotes their healthy well-being. With the help of this study, the management of TVS and Hero Honda will be able to restructure their processes in order to deal with the increase in performance and encourage employee satisfaction. Based on employee feedback, both businesses can focus on providing incentives and recognition, as well as training programmes for career advancement.

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