Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 5 | May 2026 -Peer-Reviewed Journal

EMPLOYEE MORALE – A STUDY WITH REFERENCE TO AS SHIPPING

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INTRODUCTION

Employee morale refers to the attitude, satisfaction, confidence, and overall outlook of employees toward their work and organization. High employee morale improves productivity, teamwork, communication, and organizational commitment, while low morale leads to absenteeism, stress, conflicts, and employee turnover. In modern organizations, especially in the shipping and logistics industry, employee morale plays a crucial role because employees work under pressure, strict schedules, operational risks, and customer demands.

The shipping industry requires employees to coordinate transportation, freight forwarding, customs clearance, warehousing, and supply chain operations efficiently. Therefore, organizations must maintain a positive working environment to improve employee morale and organizational performance. The present study focuses on employee morale in AS Shipping and examines the factors influencing employee motivation, satisfaction, communication, welfare measures, and working conditions.

INDUSTRY PROFILE

The shipping and logistics industry is one of the most important sectors contributing to global trade and economic development. The industry supports the movement of goods and services across domestic and international markets through transportation, freight forwarding, warehousing, and supply chain management. The growth of international trade, e-commerce, and industrialization has significantly increased the importance of logistics and shipping services worldwide.

The Indian shipping and logistics industry has experienced rapid development due to increasing exports, imports, and government initiatives supporting infrastructure and transportation. Technological advancements such as digital tracking systems, automated warehousing, and integrated supply chain solutions have improved efficiency within the industry. However, the sector also faces challenges including operational pressure, fluctuating fuel prices, workforce management, and customer expectations. Companies operating in this industry focus on employee coordination, customer service, safety, and timely delivery to maintain competitiveness.

COMPANY PROFILE

AS Shipping Services LLP is a logistics and shipping service provider operating in the transportation and supply chain sector. The company provides services such as freight forwarding, container trading, container leasing, transportation, customs clearance, and supply chain management. The organization operates with associate partners across locations including India, UAE, and Bangladesh and focuses on maintaining customer satisfaction through efficient logistics services.

The company works in the shipping and logistics sector by handling different types of containers and supporting global trade operations. AS Shipping focuses on building strong client relationships and maintaining service quality in domestic and international logistics operations. The company also emphasizes teamwork, communication, and customer-oriented services to improve operational performance and business growth.

REVIEW OF LITERATURE

According to Armstrong (2014), employee morale is closely related to employee motivation, organizational culture, and leadership practices. The study explained that organizations with positive work environments experience better employee commitment and productivity.

Herzberg (1959) stated that factors such as salary, recognition, achievement, promotion opportunities, and working conditions significantly influence employee morale and job satisfaction. The theory emphasized that motivation and hygiene factors are essential for improving employee performance.

Robbins and Judge (2017) explained that communication between management and employees plays an important role in maintaining employee morale. Employees who receive proper guidance, support, and recognition tend to perform better and remain loyal to the organization.

Maslow's Need Hierarchy Theory highlighted that employees seek satisfaction through basic needs, safety, belongingness, esteem, and self-actualization. Organizations that satisfy these needs can improve morale and productivity among employees.

A study conducted by Singh and Sharma (2020) in the logistics industry revealed that employee morale is influenced by work-life balance, management support, career growth opportunities, and workplace safety. The study concluded that organizations should provide better communication and employee welfare measures to maintain positive morale levels.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data related to the study. The present study adopted a descriptive research design to understand employee morale in AS Shipping. Both primary and secondary data were used for the study.

Primary data was collected through structured questionnaires distributed among employees of the organization. The questionnaire included questions related to working conditions, motivation, communication, salary, teamwork, welfare measures, and management support. Secondary data was collected from company reports, journals, books, websites, and previous research studies related to employee morale and the shipping industry.

The study used simple random sampling for selecting respondents. Percentage analysis, chi-square test, correlation analysis, and graphical interpretation were used to analyze the collected data. The methodology helped in understanding employee opinions and organizational practices effectively.

DATA ANALYSIS AND INTERPRETATION

The analysis of employee responses revealed that a majority of employees were satisfied with their working environment and relationships with colleagues. Employees expressed positive opinions regarding teamwork, communication, and support from supervisors. Most respondents agreed that management involvement and recognition programs positively influenced their morale.

The study also showed that employees valued job security and career development opportunities within the organization. A considerable number of employees believed that training and skill development programs improved their confidence and performance. Employees appreciated flexible communication systems and management support during operational challenges.

However, some respondents expressed neutral opinions regarding salary structure and welfare facilities. Employees working under high operational pressure sometimes experienced stress due to workload and deadlines. The findings indicate that while employee morale is generally positive, certain areas require improvement to enhance employee satisfaction further.

FINDINGS

The study identified several important findings regarding employee morale in AS Shipping. Most employees maintained positive relationships with supervisors and coworkers, contributing to a healthy work culture. Employees felt motivated when management recognized their contributions and involved them in decision-making processes.

The research also found that training programs and career growth opportunities positively influenced employee morale. Welfare facilities and workplace safety measures contributed to employee satisfaction to some extent. Employees appreciated teamwork and communication practices within the organization.

At the same time, employees expected improvements in salary packages, workload management, and stress reduction initiatives. Some respondents indicated that operational pressure and long working hours affected their morale. Overall, the findings suggest that employee morale in AS Shipping is satisfactory but requires continuous improvement initiatives.

SUGGESTIONS

The organization should strengthen employee welfare measures and introduce additional motivational programs to improve morale further. Management should conduct regular employee engagement activities and feedback sessions to understand employee concerns and expectations.

AS Shipping can improve morale by providing better career development opportunities, training programs, and performance-based recognition systems. The organization should also focus on reducing workplace stress by improving workload management and encouraging work-life balance practices.

Competitive salary packages and incentives may help improve employee satisfaction and reduce turnover. Transparent communication between management and employees can create trust and strengthen organizational relationships. The company should also encourage teamwork and positive workplace culture to maintain high employee morale levels.

CONCLUSION

Employee morale is an important factor influencing organizational performance, productivity, and employee commitment. The study conducted at AS Shipping revealed that employees generally maintain positive morale due to supportive management, teamwork, communication, and career development opportunities. The organization has established a healthy work culture that encourages employee participation and operational efficiency.

However, the study also identified areas requiring improvement, such as salary structure, workload management, and welfare facilities. Organizations that continuously focus on employee well-being, motivation, and recognition can achieve higher productivity and employee retention. AS Shipping can further strengthen employee morale by implementing effective human resource practices and maintaining a supportive organizational environment.

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