FACTORS AFFECTING EMPLOYEE MORALE TOWARDS PRODUCTIVITY:
A CASE STUDY OF FIDELITY INSURANCE COMPANY, NAIROBI, KENYA

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This research project is submitted in partial fulfillment for the requirements of an award in
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DECLARATION

This project is my original work and has never been presented for diploma in university of Nairobi or any other university. I agree that this project may be available for reference and photocopying, at the discretion of the University.

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I confirm that the work reported in this project was carried out by the student under my supervision.

Signature .....................................
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Abstract

Employee morale plays a critical role on the employees productivity, thus the main objective of the study was to investigate the factors that affect employee morale with specific reference to Fidelity Insurance Company. The study explored the objectives which are to establish the effects of morale on employee productivity, to establish the effects of social factors on employee morale, evaluate the effects of psycho-social factors on employee morale, effects of economic factors on employee morale and to determine to what extent physical factors influences employee morale at Fidelity Insurance Company. Descriptive research design was used in the study, with a target population of forty five employees of company. Sampling technique was used because it covers the whole population. A sample size of 35 employees was obtained to carry out the investigation. The methods used of collecting data were primary and secondary. Questionnaires were used to gather information from the respondents. Qualitative and quantitative analyses were used involved interpretation, descriptive and explanation of the graphs, charts and figures. The researcher recommends that management should manage the factors affecting employee morale on productivity and tackle these issues. He further recommends participatory leadership, teamwork and collaboration and effective inter and intra communication. Improvement of the physical and ergonomics of the company should be explored so as to improve mental and creativity of the employees for organizational productivity.