

**AN ASSESSMENT OF LOW MORALE AMONG WORKERS TOWARDS
ORGANIZATION GROWTH, CASE STUDY: MOUNT KENYA UNIVERSITY
KIAMBU COUNTY, KENYA**

BY

MUTHUI WANGECHI JANE

BBM/2013/50329

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE IN BACHELOR OF BUSINESS
MANAGEMENT (HUMAN RESOURCE OPTION) OF MOUNT KENYA UNIVERSITY**

©2016

ABSTRACT

The purpose of this research was to find out the causes of low morale among workers in MKU and what is the remedy. The objective of this project was to find out the effect of low morale among workers towards organization growth; effect of low morale among workers towards their service delivery; examine the effect of low morale among workers towards organizations positioning in the market. The researcher also investigated measures put in place by the management to improve on the workers morale. Descriptive research was used to assess the effect of low morale on workers in MKU and its growth. Quantitative research was adopted where numerical data was used to obtain information about the problem. The researcher used structured questionnaires to collect data from the participants.

The target population was 500 Academic staff and 500 nonacademic staff, the researcher however sampled 30% of targeted population which added up to 300 respondents. The finding of the research could be used to create awareness to Human Resource Managers of the need of managing happy workers. Since this would enables him/her to relate well with workers and service delivery would be positive. From the findings it was clear that MKU workers had low morale as shown on fourth chapter, recommendations were made where the respondents proposed various programmes to be initiated to help workers improve on their morale and reduce stress. The researcher recommended that strategic programmes should be structured around health education and focus on competence development and lifestyle behavior-change. Programmes preferably should be tailored to workers interest and needs, for example, stress management, physical activities to keep fit, alcohol and substance abuse, relationships and marriage etc. This could address the needs of staff in the University regardless of gender, age, ethnicity and intellectual capacity which would go hand in hand in improving workers morale.