

Key Success Factors in Managing Morale in a Business Administration Environment: A South African Perspective

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ABSTRACT The purpose of this exploratory research study was to investigate the challenges facing the management of morale in administrative environments. Inadequate understanding of the concept and its importance poses a threat to organizational success and even survival. The quantitative method was used for data collection. A structured questionnaire was designed as a measuring instrument to collect data. The target population comprised employees, middle managers and top managers in the private sector as well as the local government. A total of 409 respondents participated in the survey. Descriptive statistics were used in this research study. It was found that job satisfaction, performance appraisals, leadership style and stress management training were key success factors in managing employee morale. The findings indicate that employee morale can enhance cooperation and motivation in an organization.