

A STUDY ON MOTIVATION FACTORS OF EMPLOYEES WITH REFERENCE TO DODABETTA TEA FACTORY, COONOOR, TAMILNADU

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Abstract

Our study aims to examine the Impact of motivational factors on employee job satisfaction. A sample of coonoor, 100 employees from Tea plantation Industry of Dodabetta Tea Factory, Coonoor, Tamilnadu was taken for this analysis. The motivational factor plays a vital role in employee job satisfaction. The objective of the study is to analyse the impact of motivational factors on job satisfaction of employees. This is an exploratory study based on primary data. The primary data is collected through the questionnaire. The data is collected from the middle level management staff performing their office work, field work and factory work. The statistical tool used for the study is mean, standard deviation and variance. The study concludes the intrinsic motivational factors are having significant relationship with job satisfaction of employees than the other factor such as working condition, compensation benefits and fringe benefits.

INTRODUCTION

Motivation can have an effect on the output of your business and concerns both quantity and quality. See it this way: your business relies heavily on the efficiency of your production staff to make sure that products are manufactured in numbers that meet demand for the week. The rates of labors turnover and absenteeism among the workers will be low. There will be good human relations in the organization as friction among the workers themselves and between the workers and the management will decrease. The number of complaints and grievances will come down. Accident will also be low. The workforce will be better satisfied if the management provides them with opportunities to fulfill their physiological and needs. The workers will cooperate voluntarily with the management and will contribute their maximum towards the goals of the enterprise. The rates of labor turnover and absenteeism among the workers will be low. There will be good human relations in the organization. Employee motivation is the core of management. Employee motivation is an effective instrument in the hands of the management in inspiring the work force. It is the major task of every manager to motivate his subordinate. It should also be remembered that the worker may be capable of doing some work. Immensely nothing can be achieved if he is not willing to work. In simple but true senses of term, employee motivation is an important function which every manager performs for actuating the people to work for accomplishment of objectives of the organization. Issuance of well conceived instruction and orders does not mean that they will be followed. A manager has to make appropriate use of motivation to enthuse the employee to follow them. Effective motivation succeeds not only in having an order accepted but also in gaining a determination to see that it is executed efficiently and effectively. In order to motivate workers to work for the organizational goals, the manager must determine the motives or need of the workers and provide an environment in which appropriate incentives are available for their satisfaction. If the management is successful in doing so: it will also be successful in increasing the willingness of

the workers to work. This will increase efficiency and effectiveness of the organization. There will be better utilization of resources and workers abilities and capacities.

OBJECTIVES OF THE STUDY

- To analysis the employee motivations study of the respondents
- To identification the respondents level of satisfaction in a working organization
- To identify the effective reasons for the determined level of performances
- To analysis the relationship between a specific employee motivation in a factory

SCOPE OF THE STUDY

- This study creates practical awareness.
- This study creates knowledge about job satisfaction techniques.
- It helps to identify how to motivate the employees through job satisfaction techniques.

LIMITATIONS OF THE STUDY

- ❖ Some of the limitations which have directly affected the research study
- ❖ The sample size is only 100 respondents which are considered to be too small to conduct this kind of research
- ❖ The data collection was based on the opinion of respondents sample size would only lead to a small portion of respondents of similar background of the respondents which would then leads to the respondents
- ❖ The main limitations are that the researcher does not have information employee motivation.
- ❖ To test the employee motivation in an organization work satisfaction and how to motivate employees

RESEARCH METHODOLOGY

The research for knowledge through objectives and systematic method of finding a proper and feasible to a problem is popularly known as research. Research accounting to Redman and more is a “systematized effort to gain new knowledge. Type of the research conducted is a descriptive research in which the major objective is to identify and level of employee motivation preference towards the respondents. The respondents selected using a non probability sampling technique which is convenience the respondents.

RESEARCH DESIGN

A plan to welfare the data collection relevant information was gathered from the tea factory worker’s the selected sample size 100 respondents collecting the information. Sample size based on the total respondents. It provide help in gaining precious through motivation

AREA OF THE STUDY

Employee motivation of the study is restricted to Coonoor, The Nilgiris, Tamil Nadu.

DATA SOURCE:

Data refer to the fact, figures or information collected for a specific purpose. There are two types' data namely.

- ❖ Primary data
- ❖ Secondary data

SAMPLING DESIGN

It provides information about parts of the organization

REVIEW OF LITERATURE

Richard Omwoyo Oroni, Dr. Mike Iravo, Dr. Charles Munene Elijah, "Influence of Motivation on Tea Factory Employee Performance in Kenya. A Case of KISII County, Kenya", This study employed a descriptive survey research design. The target population for this study consisted of twenty managers, 200 permanent employees and 300 temporary employees from the tea factories in Kisii County. Purposive sampling was used to sample key informants who in this case are the twenty managers. In this study, 30% of permanent and temporary employees comprised the sample size. Simple random sampling was used to select the permanent and semi-permanent employees. The sample size therefore comprised of 20 managers, 60 permanent employees and 90 temporary employees. This study used questionnaires, interview schedules and document analysis as data collection instruments. The reliability and validity of research instruments was conducted before embarking in data collection. In this, study data was organized, presented, analyzed and interpreted using descriptive statistical techniques. The findings of the study may enable the management of tea factories in Kisii County in general to establish the motivational structures responsible for motivation of the employees in the factory.

A.Mahalakshmi, S.Franklin John, "A Study On The Impact Of Motivational Factor On Employee Job Satisfaction With Special Reference To Tea Plantation Industries Of Anamallais, Coimbatore, District", The motivational factor plays a vital role in employee job satisfaction. The objective of the study is to analyse the impact of motivational factors on job satisfaction of employees. This is an exploratory study based on primary data. The primary data is collected through the questionnaire. The data is collected from the middle level management staff performing their office work, field work and factory work. The statistical tool used for the study is mean, standard deviation and variance. The study concludes the intrinsic motivational factors are having significant relationship with job satisfaction of employees than the other factor such as working condition, compensation benefits and fringe benefits.

Ankita Srivastava, Dr. Pooja Bhatia, 2013, A Qualitative Study of Employee Motivation Factors In Nationalized Banking Sector Of India. The study focuses on motivation as one of the most important factors that may contribute to employee performance has been examined in relation to the nationalized banking sector in India. It will be observed in this study that the most important factors that motivate employees are, respectively, "salary equitable and promotion", "health benefit extended facilities and other social" and "work environment". The main objective of this study was to "assess the role of motivation in work performance of employees". This study on an evaluation of this end uses deductive approach in which qualitative survey was conducted among the students of the Business School is supposed to prospective employees. The survey was designed to get answers on what they consider the best factors that could motivate

them as future employees from a list of ten factors of motivation. The analysis of the results showed that job satisfaction is the most matched.

Ronald Egerton Magutu Ogora and Dr. Willy Muturi, Perceived Factors Affecting Employee Turnover in Kenya Tea Development Authority: The Case of Kiamokama Tea Factory, Kisii Central Sub-County, Kisii County, Employee turnover is being witnessed in every organization in response to changes in global competitiveness and advancement in technology. As a result, employee turnover has been attributed to workplace conditions that appear to cause employees to leave individual workplaces or the profession altogether, as opposed to focusing on factors associated with employees who transfer or quit. It is against this reason that this research was undertaken to assess the perceived factors affecting employee turnover in Kenya tea development authority: the case of the Kiamokama tea factory, Kisii Central Sub-County, Kisii County. The study was guided by one general objective and three specific objectives: To establish how employee participation, job satisfaction and employee motivation influence employee turnover in KTDA. Descriptive and explanatory research designs were adopted with staff being the target population. Random sampling and purposive sampling technique were used to select a sample size from at least 30% of the target population as respondents for the study between January 2015 and May 2015. Document analysis and self administered questionnaires were used as data collection instruments. The questionnaires were pre-tested for validity and reliability in a factory in a neighboring Sub-County to avoid respondent contamination. Data was analyzed both quantitatively and qualitatively. Data was analyzed using descriptive statistics mainly standard deviation and inferential statistics, specifically correlation at $\alpha = 0.05$ significance level to determine the direction and nature of association between independent variables and dependent variables. The results were tabulated using frequency distribution tables. Findings from this study established a strong negative correlation between the independent variables and depended variables. This will assist KTDA managers and other stakeholders on how to retain their staff for better performance because if proper action is taken on employee turnover, the performance among employees will be enhanced which in turn may increase productivity of the organization.

Dr.K.Rajukkannu, 2015, Analyzation of Job Satisfaction the Wentworth Tea Factory, At the Nilgiris District in Tamil Nadu, The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. Questions relate to pay, work responsibilities, variety of tasks, promotional opportunities the work itself and co-workers. Some questions are of yes or no while others ask to rate satisfaction on 5 scales starting from Highly Satisfied to Highly Dissatisfied.

COMPANY

Dodabetta Tea Factory, at Coonoor, TamilNadu was founded in the year 2005, and is well managed by Mr. N.K.Krishnamoorthy, former Member of Tea Board. Factory sprawls over an area of 1 acres in Ooty the midst of the many blue hills of the Nilgiris, second largest hill station, bounded by tea plantations, at an altitude of 1839 metres. Our production capacity is 30 tonnes per month. Having about 35 years of experience in Tea field operations has passion to set a Tea Museum adjacent to the Dodabetta Tea Factory. As per his desire, he established the Tea Museum on 1 acres at Ooty.

ANALYSIS AND INTERPRETATION
TABLE-1
CLASSIFICATION BASED ON GENDER

S.No	Gender	No.of.Respondents	Percentage
1	Male	67	67
2	Female	33	33
Total		100	100

Source: Primary Data

INTERPRETATION

From the above table it is clear that 67% of the respondents are male and 33% of the respondents are the female out of 100 respondents.

TABLE-2
CLASSIFICATION BASED ON AGE

S.No	Age	No.of Respondents	Percentage
1	Below 25	6	6
2	26-35	34	34
3	36-45	38	38
4	46-58	22	22
Total		100	100

Source:

Primary Data

INTERPRETATION

From the above table it is clear that 6% of respondents are in the age as under 25 and 34% of the respondents are 26-35 and 38% of the respondents are 36-45 and 22% of the respondents 46-58 out of 100 respondents.

TABLE-3
CLASSIFICATION BASED ON STATUS

S.No	Particular	No.of Respondents	Percentage
1	Married	65	65
2	Un Married	35	35
Total		100	100

Source: Primary Data

INTERPRETATION

From the above table it is clear that 65% of respondents are married and 35% of the respondents are unmarried out of 100 respondents.

TABLE -4
CLASSIFICATION BASED ON EXPERIENCE IN YEARS

S.No	Experience In Years	No.of Respondents	Percentage
1	0-5 Years	25	25
2	5-10 Years	35	35
3	10-15 Years	20	20
4	Above 15 Years	20	20
Total		100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 25% of respondents are in the 0-5 years and 35% of the respondents are 5-10 years and 20% of the respondents are 10-15 years and 20% of the respondents are above 15 years out of 100 respondents.

TABLE-5
CLASSIFICATION BASED ON MONTHLY SALARY

S.No	Monthly Salary	No.of Respondents	Percentage
1	Below 10000	20	20
2	10001-15000	30	30
3	15001-20000	30	30
4	Above 20000	20	20
Total		100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 20% of respondents below 10000 salary and 30% of the respondents are 10001-15000 salary and 30% of the respondents are 15001-20000 and 20% of the respondents are above 20000 out of 100 respondents.

TABLE-6
CLASSIFICATION BASED ON WORK LOAD

S.No	Work Load	No.Of Respondents	Percentage
1	Heavy	20	20
2	Fair	50	50
3	Less	30	30
Total		100	100

Source: Primary Data

INTERPRETATION

From the above table it clears it is clear that 20% of respondents are heavy work and 50% of the respondents are fair for the work and 30% of the respondents are less for working conditions out of 100 respondents.

TABLE-7
CLASSIFICATION BASED ON WORKING CONDITIONS

S.No	Working Conditions	No.Of Respondents	Percentage
1	Good	40	40
2	Fair	20	20
3	Poor	50	50
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it is clear that 40% of respondents are good working conditions and 20% of the respondents are fair for the work and 50% of the respondents are poor of the working conditions in a organization out of 100 respondents.

TABLE-8
CLASSIFICATION BASED ON SHIFT TIME

S.No	Shift Time	No.Of Respondents	Percentages
1	Agree	27	27
2	Satisfied	30	30
3	Neutral	25	25
4	Disagree	18	18
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 27% of respondents are agree for the shift time and 30% of the respondents are satisfied for the work time and 25% of the respondents are neutral of the shift time and 18% of the respondents are disagree to the shift timeout of 100 respondents.

TABLE-9
CLASSIFICATION BASED ON WORKING HOUR'S

S.No	Working Hour's	No.Of. Respondents	Percentage
1	6 Houres	43	43
2	8 Houres	40	40
3	10 Houres	17	17
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 43% of respondents are 6 hours working and 40% of the respondents are 8 hour's working and 17% of the respondents are 10 hours working out of 100 respondents.

TABLE-10
CLASSIFICATION BASED ON WORKING MOTIVATION

S.No	Working Motivation	No. Of Respondents	Percentage
1	Promotion	30	30
2	Salary Increments	40	40
3	Motivational Talks	30	30
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 30% of respondents are promotion and 40% of the respondents are salary increments and 30% of the respondents are motivational talks out of 100 respondents.

TABLE-11
CLASSIFICATION BASED ON INCENTIVE MOTIVES

S.No	Incentive Motives	No.Of. Respondents	Percentage
1	Influence	30	30
2	Does Not Influence	40	40
3	No Opinion	30	30
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 30% of respondents is influence and 40% of the respondents are does not influence and 30% of the respondents are no opinion out of 100 respondents

TABLE-12
CLASSIFICATION BASED ON PERFORMANCE

S.No	Performance	No.Of Respondents	Percentage
1	Strongly Agree	20	20
2	Agree	20	20
3	Neutral	35	35
4	Dis Agree	25	25
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 20% of respondents are strongly agree and 20% of the respondents are agree and 35% of the respondents are neutral and 25% of the respondents are disagree out of 100 respondents

TABLE-13

CLASSIFICATION BASED ON MOTIVATING FOR MANAGEMENT

S.No	Motivating For Management	No. Of Respondents	Percentage
1	Highly Satisfied	18	18
2	Satisfied	33	33
3	Average	25	25
4	Dissatisfied	24	24
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 18% of respondents are highly satisfied and 33% of the respondents are satisfied and 25% of the respondents are average and 24% of the respondents are dis satisfied out of 100 respondents

TABLE-14

CLASSIFICATION BASED ON LEVEL OF SATISFACTION ABOUT MANAGEMENT

S.No	Level Of Satisfaction About Management	No. Of Respondents	Percentage
1	Yes	60	60
2	No	40	40
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 60% of respondents are yes and 40% of the respondents are no out of 100 respondents

TABLE-15

CLASSIFICATION BASED ON PROMPTS FACILITY

S.No	Prompts Facility	No. Of. Respondents	Percentage
1	Yes	58	58
2	No	42	42
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 58% of respondents are yes and 42% of the respondents are no out of 100 respondents

TABLE-16
CLASSIFICATION BASED ON DESIGNATION

S.No	Designation	No.Of. Respondents	Percentage
1	Tea Maker	20	20
2	Supervisor	24	24
3	Shift Manager	24	24
4	Others	32	32
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 20% of respondents are tea maker and 24% of the respondents are supervisor and 24% of the respondents are shift manager and 32% of the respondents are others out of 100 respondents

TABLE-17
CLASSIFICATION BASED ON PROVIDENT FUND

S.No	Provident Fund	No.Of Respondents	Percentage
1	Highly Satisfied	20	20
2	Satisfied	38	38
3	No Idea	23	23
4	Dissatisfied	19	19
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 20% of respondents are highly satisfied and 38% of the respondents are satisfied and 23% of the respondents are no idea and 19% of the respondents are dis satisfied out of 100 respondents

TABLE-18
CLASSIFICATION BASED ON OVER TIME FACILITY

S.No	Particular	No.Of. Respondents	Percentage
1	Highly Satisfied	15	15
2	Satisfied	40	40
3	No Idea	27	27
4	Dissatisfied	18	18
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 15% of respondents are highly satisfied and 40% of the respondents are satisfied and 27% of the respondents are no idea and 18% of the respondents are dis satisfied out of 100 respondents

TABLE-19
CLASSIFICATION BASED ON INCREMENTS

S.No	Increments	No.Of Respondents	Percentages
1	Yes	58	58
2	No	42	42
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 58% of respondents are yes and 42% of the respondents no out of 100 respondents

TABLE-20
CLASSIFICATION BASED ON SAFETY MEASURE

S.No	Safety Measure	No.Of Respondents	Percentage
1	Good	28	28
2	Satisfied	30	30
3	No Idea	35	35
4	Neutral	7	7
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 28% of respondents are good and 30% of the respondents are satisfied and 35% of the respondents are no idea and 7% of the respondents are neutral out of 100 respondent

TABLE-21
CLASSIFICATION BASED ON JOB SECURITY

S.No	Job Security	No.Of Respondents	Percentage
1	Good	20	20
2	Satisfied	18	18
3	Neutral	40	40
4	Dissatisfied	22	22
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 20% of respondents are good and 18% of the respondents are satisfied and 40% of the respondents are neutral and 22% of the respondents are dissatisfied out of 100 respondents

TABLE-22
CLASIFICATION BASED ON SALARY DRAW PRESENT

S.No	Salary Draw Present	No.Of Respondents	Percentage
1	Strongly Agree	14	14
2	Agree	26	26
3	Neither Agree Or Disagree	42	42
4	Disagree	18	18
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 14% of respondents are strongly agree and 26% of the respondents are agree and 42% of the respondents are neither agree or disagree and 18% of the respondents are disagree out of 100 respondents

TABLE 23
CLASIFICATION BASED ON JOB SECURED

S.No	Job Secured	No.Of Respondents	Percentage
1	Strongly Agree	19	19
2	Agree	31	31
3	Neither Agree Or Disagree	22	22
4	Disagree	28	28
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 19% of respondents are strongly agree and 31% of the respondents are agree and 22% of the respondents are neither agree or disagree and 28% of the respondents are disagree out of 100 respondents

TABLE-24
CLASIFICATION BASED ON MEDICAL BENEFITS

S.No	Medical Benefits	No.Of Respondents	Percentage
1	Strongly Agree	38	38
2	Agree	20	20
3	Neither Agree Or Disagree	30	30
4	Disagree	12	12
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 38% of respondents are strongly agree and 20% of the respondents are agree and 30% of the respondents are neither agree or disagree and 12% of the respondents are disagree out of 100 respondents

TABLE-25
CLASIFICACION BASED ON RETIREMENT BENEFITS

S.No	Retirement Benefits	No.Of Respondents	Percentage
1	Strongly Agree	10	10
2	Agree	27	27
3	Neither Agree Or Disagree	45	45
4	Disagree	18	18
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 10% of respondents are strongly agree and 27% of the respondents are agree and 45% of the respondents are neither agree or disagree and 18% of the respondents are disagree out of 100 respondents

TABLE-26
CLASIFICACION BASED ON SALARY INCREMENT

S.No	Salary Increment	No.Of Respondents	Percentage
1	Strongly Agree	25	25
2	Agree	18	18
3	Neither Agree Or Disagree	38	38
4	Disagree	19	19
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 25% of respondents are strongly agree and 18% of the respondents are agree and 38% of the respondents are neither agree or disagree and 19% of the respondents are disagree out of 100 respondents

TABLE-27
CLASIFICACION BASED ON AMOUNT OF TEAM SPRIT

S.No	Amount Of Team Sprit	No.Of Respondents	Percentages
1	Strongly Agree	17	17
2	Agree	34	34
3	Neither Agree Or Disagree	33	33
4	Disagree	16	16
	Total	100	100

Source: Primary Data

INTERPRETATION

From the above table it clear that 17% of respondents are strongly agree and 34% of the respondents are agree and 33% of the respondents are neither agree or disagree and 16% of the respondents are disagree out of 100 respondents

FINDINGS

The study find out the majority of the respondents were male, the age group of 26-35 years, married, years of working, 3000-4000 salary, work load fair, working condition poor, Shift time satisfied, working hours 6 hours, salary income, incentive motives, performance, motive increments, satisfaction about management, prompts faculty, designation, provident fund, over time, increment, safety measure, job security, salary present, job benefits, medical benefits, retirement benefits', salary increment and amount of team spirit work.

SUGGESTION

Employee satisfied with the working conditions and the organization to motivate the employee agrees for the job security mostly respondents to agree for the salary increment workers to satisfy the working shift time and working hours. Employee to working motivates to mostly impotent and workers performance. Employee prompts the working facility to respondents to satisfy the provident fount to given the organization over time working to satisfied the measure.

Conclusion

The employee very sensitive and attribute the particular selection of workers to respondents. Number of respondents to gathering information totally indecent the making major decisions. The organization to motivate the employees well job surety to management is the important to the every factory. The respondents to satisfy for this work. Working hours and mostly employee to agree to the job security. Satisfactions for the job in a tea factory select employee collecting data. Motivation can have an effect on the output of your business and concerns both quantity and quality. See it this way: your business relies heavily on the efficiency of your production staff to make sure that products are manufactured in numbers that meet demand for the week.

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