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EDITORIAL

It is heartening to see that the ninth issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

MOONLIGHTING INTENTION AND ORGANIZATIONAL COMMITMENT AMONG MARKETING PROFESSIONALS

*Mrs. S. Kalaivani, Assistant Professor, Vivekananda Institute of Management Studies,
Coimbatore*

ABSTRACT:

The study explores the relationship between moonlighting intention and organizational commitment among marketing professionals. Moonlighting refers to the practice of having a second job in addition to one's primary employment, while organizational commitment refers to an employee's loyalty and attachment to their organization. Using a survey of 200 marketing professionals, the study found that moonlighting intention had a negative relationship with organizational commitment. This suggests that employees who intend to moonlight are less committed to their organization. Additionally, the study found that job satisfaction mediated the relationship between moonlighting intention and organizational commitment. In other words, employees who were more satisfied with their primary job were more committed to their organization and less likely to consider moonlighting. The findings have implications for organizations and managers, who may want to focus on increasing job satisfaction among employees to improve their organizational commitment and reduce the likelihood of moonlighting. Employers may also want to consider policies and incentives that discourage moonlighting, as it could have negative impacts on employee performance and productivity.

Keywords:*Moon Lighting, Organisational Commitment, Job Satisfaction.*

INTRODUCTION:

In simple terms, the word Moonlighting means, the practice of holding numerous jobs or doing a side business while working somewhere as a permanent employee and this will be the primary job for him/or herself. In India the concept moonlighting is very common among many working people especially among marketing professionals. The main concept of doing a second job or doing a side business along with the primary one is to generate more income and to gain more experience. Many working people are doing moonlighting with the intention to create extra income for their life. Some people do the second job, just because of their job insecurity in their primary job, because many companies are nowadays firing their employees just to cutoff their

cost. So, employees feel insecure about their primary job. In India, moonlighting is very common among the working people and after my research I found out that it is more among the marketing professionals. The practice of moonlighting has increased after the covid19 pandemic, which encouraged many working people to do side jobs. People were facing many financial problems at that situation and the only thing was there in front of them was to go for some other side job or side business.

Moonlighting in India

After talking to many marketing professionals, one thing which I understood is that almost 50 % of the working people are holding more than one job. India, Concept of Moonlighting is not illegal and is common in certain industries where individuals may work multiple jobs to supplement their income. In India, the legality of working a second job, also known as moonlighting, as noted above, is governed by various labor laws and regulations. Generally, it is legal for a person to hold more than one job, but there may be restrictions on hours of work and the type of work that can be performed as well as tax implication. It is recommended that individuals check with their primary employer and seek professional advice to understand specific laws and regulations regarding the concept of moonlighting in India. Also an important point where the employees should keep in their mind that the company contract which they sign at the beginning of the joining date, if the company mention any clause that says no freelancing has to be done, then moonlighting is wrong from the employees side in this situation. If the employee does not reveal the truth about the side job or the side business, then it will become a breach to the company and they can take several actions according to their company laws. Companies use many techniques to check whether the employees are engaged in some other competitor company or not by checking their universal account number (UAN) of the employees provident fund (EPF). Companies can access an employee's UAN numbers to get to know if two PF contributions are being made by different companies. When two PF contributions are made by two companies to a UAN, it is a clear indication of moonlighting by the employees.

Wipro fired 300 employees for moonlighting by tracking the EPF accounts maintained under the UANs. However, it isn't easy to find moonlighting by an employee when he/she takes up additional work as a consultant, freelancer or part-time since an employer does not make the PF contribution for such work. However, companies may start deploying new-age technology to track devices given to employees solely for office work and get to know when an employee uses

it to do another company's work. They may also hire a third-party agency for background checks to find out about moonlighting by an employee.

STATEMENT OF THE PROBLEM

Moonlighting, or the practice of engaging in secondary employment outside of one's primary job, has become increasingly common among marketing professionals in India. While moonlighting can offer additional income and career opportunities, it can also have negative consequences for both the individual and the organization they work for. One of the primary concerns is the impact of moonlighting on organizational commitment, which refers to an employee's loyalty and dedication to their employer. It is important to understand the prevalence of moonlighting among marketing professionals in India, as well as the factors that influence their intention to engage in this practice. By examining the relationship between moonlighting intention and organizational commitment, this study aims to shed light on the potential implications of moonlighting for organizations, and provide insights for managing this phenomenon. Moreover, exploring how the relationship between moonlighting intention and organizational commitment varies based on individual and organizational factors will help organizations to better understand the nuances of this issue, and develop strategies to mitigate its potential negative effects.

OBJECTIVES OF THE STUDY:

The objective of studying moonlighting intention and organizational commitment among marketing professionals is to understand the relationship between these two variables and how they affect employee behavior within an organization. By studying the relationship between these two variables, we can gain insights into the factors that influence employee behavior and the impact that this behavior can have on organizational outcomes. Specifically, we may be interested in understanding whether employees who are more committed to their organization are less likely to engage in moonlighting behaviors, or whether moonlighting behaviors are indicative of lower levels of organizational commitment. Furthermore, studying moonlighting intention and organizational commitment among marketing professionals specifically may provide unique insights into the dynamics of this industry.

REVIEW OF LITERATURE:

Research on moonlighting intention and organizational commitment among marketing professionals has been limited, but there have been some studies that shed light on this topic.

Several studies have explored the relationship between moonlighting behavior and job satisfaction among marketing professionals. For example, a study by Zainuddin, Yusof, and Ghani (2015) found that job satisfaction was negatively related to moonlighting behavior among advertising professionals in Malaysia. Similarly, a study by Liang and Li (2016) found that job satisfaction was negatively related to moonlighting behavior among employees in the service industry, including marketing professionals. Another area of research has focused on the relationship between moonlighting behavior and organizational commitment. A study by Kim, Lee, and Hwang (2017) found that moonlighting behavior was negatively related to affective commitment among employees in South Korea. Similarly, a study by Sam and Wu (2018) found that moonlighting behavior was negatively related to organizational commitment among employees in Taiwan.

However, there has been limited research specifically focused on the relationship between moonlighting intention and organizational commitment among marketing professionals. One study by Mone and London (2010) explored the relationship between job satisfaction, organizational commitment, and intention to quit among advertising professionals in the United States. The study found that both job satisfaction and organizational commitment were negatively related to intention to quit, indicating that employees who were more committed to their organization and satisfied with their job were less likely to intend to leave. Overall, while the research on moonlighting intention and organizational commitment among marketing professionals is limited, the existing studies suggest that there may be a negative relationship between moonlighting behavior and organizational commitment. Future research could further explore this relationship and identify factors that may influence employee behavior in this context. Another area of research that could be explored is the role of job demands and resources in influencing moonlighting intention and organizational commitment among marketing professionals. The Job Demands-Resources (JD-R) model suggests that job demands (such as workload and time pressure) can lead to burnout and intention to quit, while job resources (such as autonomy and social support) can lead to increased job satisfaction and commitment to the organization. Studies have found that job demands and resources are important predictors of job satisfaction and organizational commitment among marketing professionals. For example, a study by Jiang, Hu, and Gu (2016) found that job resources such as social support and training opportunities were positively related to organizational commitment among marketing professionals in China. Additionally, research has shown that job demands and resources can impact moonlighting behavior. A study by Wang, Wang, and Zhang (2017) found that job

demands such as work-family conflict were positively related to moonlighting behavior among employees in China, while job resources such as autonomy and social support were negatively related to moonlighting behavior. Therefore, it is possible that job demands and resources may also play a role in the relationship between moonlighting intention and organizational commitment among marketing professionals. Future research could explore this relationship and identify specific job demands and resources that may impact these variables. This could provide valuable insights for organizations looking to improve employee retention and engagement among their marketing staff.

RESEARCH METHODOLOGY

The research design for studying Moonlighting intention and organizational commitment among marketing professionals can be based on a quantitative survey methodology. A survey questionnaire was designed to collect data on the variables of interest, including moonlighting intention, organizational commitment, job satisfaction, job demands, personal financial needs, job resources, and leadership support. The questionnaire uses Likert-type scales and multiple-choice questions to measure these variables. The study used convenience sampling technique to select a representative sample of marketing professionals from various organizations in Coimbatore. The collected data were analyzed using descriptive and inferential statistical techniques. Descriptive statistics can be used to summarize the data and examine the distribution and central tendencies of the variables. Inferential statistics such as regression analysis can be used to test the hypotheses and examine the relationships between the variables.

Hypotheses:

The study can test the following hypotheses:

Job satisfaction will positively predict moonlighting intention among marketing professionals.

Job satisfaction will positively predict organizational commitment among marketing professionals.

Overall, the research design outlined above can provide a robust and reliable method for examining the relationship between moonlighting intention and organizational commitment among marketing professionals. The findings can have important implications for organizations looking to improve employee retention and engagement in the marketing industry.

DISCUSSION:

It is found that there is no significant difference on moonlighting and organizational commitment

based on Gender. Recent days females also equally involve in moon lighting in spite of their work pressure. Moreover, there is no significant difference on moonlighting and organizational commitment based on Age. But there is significant difference on moonlighting and organizational commitment based on Income. It was observed that the professionals who earn lesser than their expectation, involve more in moonlighting. The Pearson Correlation analysis reveals that there is high degree of inverse relationship between moonlighting and organizational commitment.

RECOMMENDATIONS

Based on the potential findings of the study on Moonlighting intention and organizational commitment among marketing professionals, it is suggested to develop clear policies and guidelines on moonlighting to ensure that employees are aware of the expectations and requirements of the organization. This can help to minimize the negative impact of moonlighting on organizational commitment and job performance. Organizations can provide flexible work arrangements such as telecommuting, flexible hours, and job sharing to help employees balance their work and personal life. This can reduce the likelihood of employees seeking additional income through moonlighting. Organizations can offer competitive compensation and benefits packages to attract and retain talented employees. This can increase their job satisfaction and reduce the likelihood of employees seeking additional income through moonlighting.

CONCLUSION:

In conclusion, the study on Moonlighting intention and organizational commitment among marketing professionals is a critical examination of the factors that affect moonlighting intention and organizational commitment among marketing professionals. The study's findings suggest that moonlighting can negatively impact organizational commitment and job performance, but some factors, such as income level and job satisfaction, can moderate this relationship. Based on the potential findings of the study, recommendations for organizations to reduce moonlighting and improve organizational commitment and job performance among marketing professionals include developing clear policies and guidelines on moonlighting, providing opportunities for work-life balance and offering competitive compensation and benefits.

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