A STUDY ON EMPLOYEE’S COMMITMENT LEVELS AMONG PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO MYSORE CITY

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ABSTRACT
Employees in service sectors are the major representatives to the customers in the form of product and services. Employee commitment and satisfaction can always show an optimistic or pessimistic approach to customers. Employee attitude will always reflect on the performance of the organization which will always have direct impact on customer satisfaction. This research presents the employee commitment and job satisfaction in private banks. Study has been conducted in Mysore city. The target population for the study is employees of private sector banks. Necessary analysis will be done to identify the impact of employee commitment in deriving customer satisfaction. The present empirical study focuses on identifying the key factors which lead to customer satisfaction and how employees are contributed to derive customer satisfaction. For the purpose of present study primary data and secondary data will be used. The research results how employees are committed and how it leads to job satisfaction.

KEY WORDS: Employees, Mysore city, job satisfaction.

Reference


