PREFACE

With the increasing complexities the expectations of human beings kept on changing. It affects the internal as well as external environment of business. The satisfaction level of employees has been changing and their loyalty and commitment is also shifting. The customer profile in the insurance industry is changing with the introduction of large number of divergent intermediaries. Every employer knows that a happy and fulfilled employee is a more productive one, but to attract and retain the best talent for a business involves engaging employees in the long term. The engaged and committed employee increases the productivity of organization. In the post-liberalization phase, due to the opening up of industry for private players, there is greater exposure to employees in terms of monetary and non-monetary benefits which engage them in the organization. The motivational factors and engagement factors are changing at a very fast pace and the commitment is shifting. The organizations are indulged in looking to the development of engagement strategies by HRD professional working thereof. The review of literature studied has reflected that the employee engagement and organizational commitment is an area where rigorous academic research is required. Employee engagement and organizational commitment is crucial for insurance industry as it is a service industry. In insurance sector, where the need is to concentrate on customer relations, there requires need to build up engaged and committed employees.

In lieu of above facts, the present research has been attempted to identify the factors affecting employee engagement in public and private sector insurance companies. It also aims to identify the existing level of employee engagement and level of organizational commitment in these companies. Finally, studying the organizational commitment and its relation with employee engagement will help us in developing strategies to reduce the cost of attrition in the insurance industry. In conclusion, this study has provided insights into, and suggested some potential recommendations to increase the level of employee engagement and level of organizational commitment in the organization. It is now up to insurance industry to use these findings and apply the same in their organization.