India with its huge young population, double earning family, increased number of working women and rapid growth in our economy since 2002 has brought number of changes in the Indian society system. The economic growth has created a growing, relatively wealthy middle class in India. Subsequently, this has increased the consumption and made the local retail market more attractive. The potential of growing Indian retail market and maturing developed market has attracted national and international retailers to encash excellent business opportunity.

To match the Indian economy growth retail organizations will attempt to expand the business to get lion’s share. One object which makes difference in competition is organisation’s human resources. Retail industry requires extensive manpower but at other end long working hours, low salary and working on weekends and festivals make this job less attractive. Because of nature and perception of retail business retailing is not considered and seen as colorful career, in this situation it is difficult for retailers to attract the best human resources. In this situation it is imperative for retailers to ensure their present human resources should retain and see their career with them.

The retaining an employee is nothing but getting his commitment with the organisation and it is possible only if organisation provides a feeling of pleasure in working and living with them. Retailing was never an activity of interest and considered as part of marketing but it is now demand and requirement of time that retailing is in focus. Considering these views a study was planned to know job satisfaction and organizational commitment of the employees working in organized retail outlets in India. The objective of present study was to know the factors that lead an employee to feel homely in the organisation, and get attached to the job and the organisation. Attachment to the job and the organisation both are major area of interest for the employer.
Therefore, a study on job satisfaction and organisation commitment among employees in organized retail outlets is done.

The study has been divided into six chapters. Chapter-I presents glimpse of the Indian retail scenario, job satisfaction and organizational commitment theoretical issues and its significance and relationship with human resources function. Chapter-II is devoted to the review of related literatures which are based on findings of other related international and national studies on job satisfaction and organizational commitment. Chapter-III deals research methodology concerning with the statements of problem indicating the objectives and purpose and showing why it is worth studying both theoretically and practically, what are its boundaries. This chapter also covers methods of data collection and techniques of data analysis which are used in studying the problem. Chapter-IV has been exclusively devoted to analysis of data. Chapter V is deal with interpretation and findings of data Chapter-VI deals with conclusions drawn from the study followed by the limitations and finally recommendations for future researchers, academics, and practitioners, who have keen interest in this area.