ABSTRACT

The present study endeavors to explore the Organizational Commitment of employees in Banking Sector. The study is an exploratory inquiry based on primary data collection from Banks in Punjab. This study also investigated the relationships of demographic factors (type of Organization, designation, age, gender, experience, income and qualification). Organizations need committed workers in order to face the worldwide economic competition. Unfortunately, there has been lack of research efforts in linking personal and psychological characteristics of workers to Organizational Commitment. Instead, most research efforts had been focused on linking situational factors such as job characteristics and organizational characteristics to organizational commitment. Satisfied and motivated employees are the source of achieving the Organizational goals and objectives. In order to use the maximum potential of the human resource, the organization is required to provide them with the best quality working life. The banking system has witnessed a huge growth and competition amongst various Banks. The boom in e-commerce industry, globalization, and increased popularity of internet has made it vital for the banks to keep up with the latest technology trends. With the entry of the private and global banks in the market, the competition amongst the banks has increased in the country. They provide a wide variety of services other than borrowing and lending money to people. The availability of skilled Managerial and technical work force in India will contribute considerably to the prosperity of the banking industry in future. Hence in the present study an attempt is made to assess the level of Organizational Commitment of the employees, presently working in public and private banks in Punjab.