RELATIONSHIP BETWEEN WORK CULTURE AND ORGANIZATIONAL PRODUCTIVITY: THE CASE OF J&K BANK LIMITED is a study to find out the relationship and impact between work culture on organizational productivity. The main body of the chapter is divided into five chapters supported by tables, figures and annexure.

The 1st Chapter entitled “Introduction” represents justification or rationale of the current research work. This chapter focuses on the relationship between work culture and organizational productivity. It discusses in detail the conceptual issues of work culture, organizational productivity, relationship between work culture and organizational productivity. The detailed of history and profile of J&K Bank limited is also discussed. This chapter also emphasizes the previous research contributions relating to the carried out research work.

The Chapter 2nd focuses on the ‘Review of literature’. The review is made from published books, articles in various journals and unpublished materials. The review of literature on the topic of research is a vital exercise to know the extent of already existing research in order to find the research gap.

The Chapter 3rd titled ‘Research Methodology’ discusses the objectives and the hypotheses of this study. It includes generation of scales items, data collection techniques, reliability, validity, designing of the questionnaire and methods of data collection.

The Chapter 4th titled ‘Data Interpretation and findings’ is the soul of the thesis. This chapter discussed demographic wise analysis. Besides, the various tools to carry out the overall analysis is also discussed here in this chapter.

The Chapter 5th entitled ‘Summary, Conclusion and Suggestion’ discussed the present comprehensive assessment of the various findings as well as summary, conclusions followed by the suggestions that may be incorporated in order to address the issue of the work culture in J&K Bank. The limitations of the present research work have also been mentioned in this chapter itself.