ABSTRACT

The current research is based on the certain issues experienced by Indian organizations. From the last three decades, globalization is one of the important drivers in Indian economy. Globalization creates the opportunity for the host countries to boost their economy by giving employment to the maximum. Countries with low labor cost and copious natural resources have much taken advantage of the globalization as a central source of survival in this highly competitive world markets. Apart from the positives, globalization has created tremendous pressure on the companies for survival. In this competitive global market, companies lay stress on their employees to meet the high organizational objectives. To meet the organizational demands, employee’s compromise with ethics in business, which may create more stress, less satisfaction, leads to high attrition rate in organizations. Ethics related situations in business are becoming more complex, involving issues such as societal expectations, moral issues, fair competition, ethical decision-making, legal protection, rights, and ethical ideologies. This has led to an increase in the research work and literature in the domain of business ethics.

The major purpose of this research was investigated in two phases. First, from the help of the literature a conceptual model was developed, which delineate the relationships between the multidimensional constructs of job stress, job satisfaction and turnover intention with two dimensional construct of ethical ideology and socio demographic factor. In addition, the research examined the direct and indirect effects of ethical ideology on different dimensions of job stress, job satisfaction and turnover intention. Second, emotional intelligence was selected as an impending moderating variable as changing agent on these relationships.

This research was conducted on retail employees of National capital region of Delhi with a sample size of 564 respondents. The data was analyzed by person correlation and
multiple hierarchical regressions. Ethical ideology and socio demographic variable were significantly related to dimensions of job stress, job satisfaction and turnover intentions. In addition, emotional intelligence was found as most significant tool for managing job stress, increasing the job satisfaction and consequently decreases the intention to quit from the organization.

This research can be a milestone for organization to think of ethics in business, which can manage the organizational outcomes of employees and depicted the importance of emotional intelligence in today’s organizational environment. Finally, the key findings of the thesis are concluded and scope of the future work is discussed.