7.1 SUGGESTIONS

In view of the results and experiences during this study the following suggestions have been formulated to improve the quality of the research that may follow.

1. The research Endeavour can be replicated on a population covering a larger geographical expanse.

2. It is possible to replicate this study in different areas within the service sector with adequate financial support as well as trained field investigators.

3. The study can further be expanded to understand the impact of each of the dimension which has emerged on organizational effectiveness.

4. The study can be extended to cover demographic variables such as age, gender, education, geographical location etc.

5. The study can be replicated across different sectors like engineering, pharmacy, consumer goods etc.

6. The study has shown that managerial creativity impacts organizational effectiveness therefore, factors of managerial creativity needs to be independently studied.

7.2 IMPLICATIONS

1. In view of factors identified and dimension that have emerged of organizational effectiveness. These factors can be stressed by organization to enhance organizational effectiveness. This will help organizational increase performance.
2. For academicians not much work has been done in the area of managerial creativity but as the findings suggest that it impacts organizational effectiveness. There is a need to conduct further research of managerial creativity because it may be the key differentiator in organizational success in the highly competitive environment that exists today.

3. The study has revealed that creativity managers impact organizational effectiveness and therefore, these managers need to be developed, groomed and managed differently.

4. The study has found that although private and public sector employees perceive managerial creativity to impact organizational effectiveness, managerial creativity is significantly higher in case of public sector employees. This finding has implications for private sectors banks. It appears that some factors affecting managerial creativity are more prevalent in public sector banks, therefore private banks need to look into and address these factors.

5. The study has revealed that on leadership dimension of organizational effectiveness private sector are significantly higher as compared to public sector banks. This has important implications for public sector banks. Results of present study being an indicator of the deficiencies of public sector organization especially in the area of leadership need to be further researched.

6. The study has also revealed that job satisfaction is higher in public sector banks as compared to private sector banks. Private sector banks therefore, need to focus on factors such as job prospects, work conditions and need satisfaction of work to increase this dimension and enhance organizational effectiveness.
7. Policy makers of public sector organizations need to take into account the healthy features of private sector organizations in banking sector like leadership and create a better environment where a bottom up approach of leadership flourishes.

8. The result of the present study should be utilized as this work can become a base for policy design, training and implementation of educational programs for manager to enhance creativity.

9. In view of global competition, it has become inevitable for all types of organizations to be competitive even for survival. Hence, intense research needs to be carried out to ensure effectiveness of Indian Organizations.