Influence of Variables on the Organisational Commitment Among the Insurance Company Employees

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Abstract

Financial sector is one of the important sectors in the development of economy, GDP of India. Insurance is the prime industry in the financial sector of India. Insurance companies were introduced very long back in India. Functions of insurance companies are regularised and monitored by IRDA. The success of any insurance company is in the hand of its employees. A committed employee sticks with the insurance company for a long tenure and helps in accomplishing the objectives of the organisation. To work with commitment, employees be satisfied by the management. In this study, the researcher focuses on the influence of certain variables on the organisational commitment of insurance company employees. Primary data were collected from Tirunelveli, Tuticorin, Kanyakumari and Virudhunagar Districts of TamilNadu. Data is analysed and the results of the study are discussed in the paper.

Keywords: Organisational Commitment, Loyalty, Life insurance, General insurance, IRDA.

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