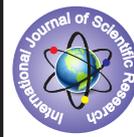


A STUDY ON JOB SATISFACTION OF INSURANCE EMPLOYEES WITH SPECIAL REFERENCE TO LIFE INSURANCE CORPORATION OF INDIA - ERODE DISTRICT



Commerce

KEYWORDS:

M.Jegadish

Jegadish PhD research scholar department of commerce, Kaamadhenu arts and Science College, sathiyamangalam, Erode (Dt)

Dr. M.Prakash

Asst. Prof and head of commerce (CA) Kaamadhenu arts and science college sathiyamangalam, Erode (DT)

Introduction:

Insurance is a cooperative endeavor insurance means large number of people to share the loss if a few of the people to incur in future. Individually loss of share is very little cumulative of individual loss of share become high and fairly steady from day to day. Association of people like this sharing anticipated losses to be brought about voluntarily by all the members of this association of by insurance organization and companies the core functions of insurance to protect the few against the major financial problems by spreading the losses among many of persons exposed to the risk of similar problems.

It is impossible to predict who become victim among the members. Only it is possible based on forecast the quantum given compensation to the victim. The heavy loss to people is neutralized by the definite contribution of moderated amount by all members is needed to make.

LIC (life insurance cooperation of India) is a public sector company in the field of life insurance. LIC also endows with work of more and more social economic works to develop our nation. Its main function is providing effective life insurance service to its customers. Spreading life insurance cover to economically backward classes to active of the aim of LIC it has opened around 2048 branches all over India Employees are most valuable asset in any institution. Job satisfaction is main source to get best output from workers. Job satisfaction is a woman attitude to one's job positive or negative. Work environment is basis for job satisfaction. In modern competitive world management need to continuously evaluate the practice of workers and attract them. And retain them especially highly skilled and qualified workers. Dissatisfied workers will spoil the organization goal. It will affect the long term success of the organization. Dissatisfaction will lead to internal conflicts, poor performance and low productivity. very small number of researches has focused. Individual consequences like job satisfaction are very essential for healthy organizational activities.

REVIEW OF LITERATURE:

Jehanzeb(1978) noted that impact of reward and motivation in public and private sector banks in Saudi Arabia Malik(2010)noted that factors which affected the job satisfaction of college teachers in Baluchistan.

Robbins (1998) encouraging but complex correlation between positive of negative dispositions and the various components of job satisfaction Latham (1998) argues that motivations and job satisfaction are association with intrinsic and extrinsic rewards Brown(1996) noted that satisfying employees is pre requisite to satisfying and delighting customers.

Pratheep kantha (1992) noted that impact of reward system on employee motivation in banks in srilanka Lawler (1981) directed research on pay satisfaction in equity theory the satisfaction of pay depends on the comparison of the person's out come input ration with the ratio of other workers.

Khalid et al (1956) noted that impact of employee rewarded and

motivation on employee's job satisfaction among private ad public water utility organization in Malaysia Shafiq and Naseem(1995)noted that rewards impact in employee motivation in banking sector in Pakistan. They noted that positive relation between reward and motivation

Objective:

To study the job satisfaction among LIC employees in erode district To identify whether the working conditions satisfies the employees in LIC in erode district To study the attitude of the employees towards their employer.

To study the job satisfaction among LIC employees based on their gender

Scope of the study:

This study creates practical awareness
This study to help how to motivate the employees
This study helpful to LIC organization towards welfare measure.
This study helpful to organization for further researches

Hypotheses:

There would be no significant difference on the basis of age of employees.

There would be no significant difference based on gender on criteria of job satisfaction.

There would be no significant difference based on education on the criteria of job satisfaction.

There would be no significant difference on the basis on workplace of employee There would be no significant difference on the basis on working experience

Sample:

200 LIC employees (146male) (54female) from life insurance corporation of India erode district are taken as the sample. Age, sex, experience, workplace of the sample has taken into consideration

Type of variables	Range of variables	Total numbers	percentage
age	35&below	32	16
	36-45	88	44
	46-55	43	21.5
	55&above	37	18.5
gender	male	146	73
	female	54	27
qualification	Graduate	136	68
	Non-Graduate	64	32
Years of experience	Below 10 years	113	56.5
	10-20years	61	30.5

	Above 20years	26	13.0
rank	Class 1 officer	27	13.5
	Development officer	55	27.5
	Class 3 employees	118	59.5
community	General	67	33.5
	SC	43	21.5
	MBC	32	16
	BC	56	28
Financial condition	satisfied	176	88
	average	21	10.5
	dissatisfied	3	1.5
Residential Place	Rural	132	66
	urban	68	34
Work place	Rural	137	68.5
	Urban	63	31.5
Family type	Nuclear	104	52
	Joint	96	48
Marital Status	Married	167	83.5
	Unmarried	31	15.5
	Divorce	2	1

Tools:

Following tools are used

Structured demographic data sheet used by researcher.

“Job satisfaction scale” used in this research. this is likert type scale .this consist positive and negative statement positive scoring order is 4,3,2,1,0 and negative scoring order is 0,1,2,3,4.

Analysis:

Based on age there is no significant difference between employees.

There is no significant difference based on year of experience.

No difference exists between employees based on working place like urban and rural

Limitation of the study:

Job satisfaction is mental attitude it cannot be assessed accurately.

Time is limited factor to this study.

Accuracy of primary data based on respondents' authenticity

Human wants are unlimited no one can determine accurately.

Conclusion:

In this research maximum number of employees possesses job satisfaction. Based on sex female employees are more jobs satisfied than their male counter parts. LIC organization should implement modern technology and equipment. it will minimize work load of employees .it also helpful to lic to achieve its goal. LIC should also make all possible efforts to satisfy the employees from time to time

Acknowledgement:

I acknowledge the support of my phd guide Dr.m.prakash . Asst. professor and Head of Commerce (CA) Kaamadhenu Arts and Science College, Sathya manglam, Erode (DT) in preparing this study